SEPTEMBER 24, 1951

BROADCASTING
TELECASTING

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...e Newsweekly of Radio and Television.

20TH year

...nnually
...s Weekly

WOR-tv, channel 9

NEW YORK'S GREATEST TV SPORTS STATION

programming the Brooklyn Dodgers, the World Series, All-Star game, boxing, wrestling, basketball

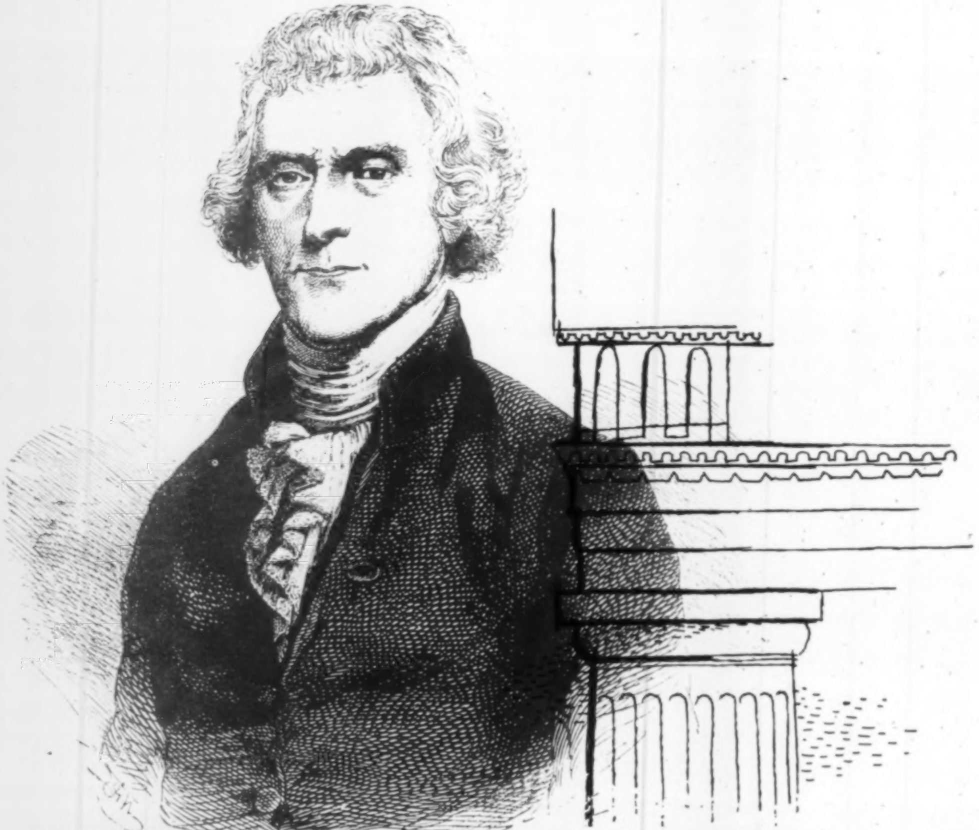
BRINGS SPORTS-MINDED MILLIONS A NEW, BIGGER FALL SCHEDULE!

Monday—Boxing, IBC Bouts from St. Nicholas Arena
* Tuesday—Boxing, from Westchester County Center
Wednesday—Wrestling from Ridgewood Grove (in October), Basketball from Columbia, Fordham and St. Francis College from their own gyms (in December)
* Thursday—Boxing, from Sunnyside Gardens
Friday—Wrestling, from Jamaica Arena
* Saturday—Boxing from Ridgewood Grove

All time guaranteed against pre-emption . . . at a cost any sponsor can afford.

* Bouts under the supervision of one of the greatest promoters in the fight game, Joe McKenna.

write, wire or phone **WOR-tv**
channel 9
at 1440 Broadway, in New York



THOMAS JEFFERSON: first architect of Virginia

JEFFERSON'S HOME — MONTICELLO

Thomas Jefferson was more than the architect of freedom; this man of many great talents designed and supervised the building of some of Richmond's (and Virginia's) most famous structures. Richmond's impressive capitol, the classic University of Virginia, Monticello all were examples of his handiwork.

Present day Richmond is the home of WTVR, the South's first television station, which is now forty-one months old. WTVR, WMBG and WCOD, the First Stations of Virginia, dedicate their services to the people of a great city and state.

WMBG AM **WCOD** FM **WTVR** TV

W·TVR
RICHMOND 14
HAVENS & MARTIN INC.
the South's first television station

Havens & Martin Stations are the only
complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA

WTTS

ONLY RADIO STATION IN BLOOMINGTON, INDIANA

Indiana University is in Bloomington,
too, and represents
a multi-million dollar market . . .
a market as big as some cities!

WTTS—5000 Watts—ABC Affiliate

WTTS—like its sister station,
WTTV is owned and operated by
SARKES TARZIAN

Call Meeker for the rest
of the story

NEW YORK · CHICAGO · LOS ANGELES · SAN FRANCISCO · LANCASTER

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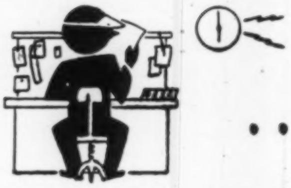
BROADCASTING TELECASTING



...at deadline

Closed Circuit

DON'T be surprised if Assn. of National Advertisers comes out with "clarifying statement" on its controversial radio position during this week's ANA convention. After convention, ANA executives expected to meet again with special Affiliates Committee subcommittee in effort of both groups to improve radio-advertiser relationships. Meeting of entire Affiliates Committee, formed to preserve radio rate structures, tentatively slated about mid-October.

FCC CONSIDERATION of procedure on ABC-United Paramount merger delayed for second week in row, because of refusal of Dept. of Justice to permit FCC attorneys to examine files now in famed motion picture consent decree case resulting in separation of producing companies from exhibiting company. FCC meeting last week was to have produced possible date for hearing, but staff held it was not ready because of delays in preliminary research. DOJ reportedly estimated 18 months before it could complete its paper work on consent decree sufficiently to release data to FCC.

RECENT KANSAS-Missouri floods may have cost stations in flood path upwards of half-million in washed out equipment plus rebates to advertisers because of air-time lost. High losses attributable largely to unavailability of flood insurance except at prohibitive rates. One station reported losses in facilities and time (latter over three-day period) amounting to nearly $50,000.

WHILE FCC won't say so publicly, it can be reasonably deduced that it wants no part of so-called licensing authority in field of interstate transmission of gambling (racing) information because it would reduce FCC stature to that of federal police force. Commissioners unquestionably have in mind that gambling elements would seek to corrupt staff minions, with portents of scandals eclipsing RFC mess. (See story on licensing hearing page 27.)

PREPONDERANT top-level opinion in official Washington on pleas to prevent blacking out of home telecast of prize fights and other sporting events is: they constitute private property and cannot be thwarted without Constitutional amendment, removing sports from sphere of free competitive enterprise.

HAZEL BISHOP INC., N. Y. (indelible lipstick), through Raymond Spector agency, same city, requesting availabilities for early morning and noon time for its five-minute transcribed Hollywood commentary show in selected radio markets. Contracts understood to be for 39 and 52 weeks.

ATTENDANCE at current round of NARTB district meetings running well ahead of 1950, with increase near 10%. Registration shows 440 total for first five meetings against 404 year ago for same districts.

DELAY OF at least another fortnight on

(Continued on page 102)

Upcoming

Sept. 24-26: Assn. of National Advertisers, Fall Meeting, Waldorf-Astoria, New York.

Sept. 26: Federal Trade Commission, Trade Practice Conference for Radio-TV Industry, Second Session, National Archives Bldg., Washington.

Sept. 27: Hearing on New York District Court Judgeship Nomination of FCC Comr. Frieda Hennock, Executive Session of Senate Judiciary Committee, Senate Office Bldg., Washington.

Oct. 2-3: NARTB Television Program Standards Committee Meeting, NARTB Hdqrs., Washington.

(More Upcomings on page 30)

Bulletins

WILLIAM B. LEWIS, vice president of Kenyon & Eckhardt, New York, elected president of agency late Friday succeeding Dwight Mills, who becomes chairman of executive committee. Edwin Cox, senior vice president, takes over full charge of creative and professional services. Thomas D'Arcy Brophy remains as senior executive and chairman of board. Mr. Lewis has been with K&E since 1944. Prior to that he was with OWI in Washington and before that with CBS as vice president in charge of programming.

ON HEELS of announcement that all morning programming has been sponsored (see story, page 26), ABC beginning new afternoon schedule 2:30-4:30 p.m. starting today (Monday). New line-up is built around *Strange Romance of Evelyn Winters*, which moves today from morning to afternoon and will be sponsored by Philip Morris & Co., Oct. 1.

Program block will start with Walter Kiernan and *Family Circle*, 2-30-3:30 p.m. daily, with John H. Dulany & Son to sponsor *The Dulany Double* 3:25-3:30 p.m. daily, starting Oct. 1. *Story of Mary Marlin* will fill 3:30-3:45 p.m. slot, followed by *Strange Romance* 3:45-4 p.m. Two other dramas will start Oct. 1: *Valiant Lady* 4-4:15 p.m., and Elaine Carrington's *Marriage for Two* 4:15-4:30 p.m.

MBS PLANS BIG DRIVE; CAGLE HEADS AFFILIATES

PLANS for extensive, nationwide "Mister Plus" promotion campaign announced Friday by MBS, which has used trademark as promotion symbol for two years. General campaign project approved earlier in week by 14-man Mutual Affiliates Advisory Committee, which meanwhile elected Gene Cagle, president of KFJZ Fort Worth, as MAAC chairman.

James Murray, general manager of KQV Pittsburgh, elected vice chairman, and Grover Cobb, vice president and general manager of KVGB Great Bend, Kans., named secretary. MAAC also approved, subject to affiliates' ratification, alliance with Metro-Goldwyn-Mayer whereby MGM would contribute six hours of "star entertainment" to MBS evening schedule each week (story page 25).

New "Mister Plus" campaign, to be conducted by MBS stations at local level, slated to get under way within six weeks. Kits being prepared for network's 545 affiliates.

Business Briefly

BORDEN'S EXPANDING ● Borden's Star lac, New York, understood to be planning t expand its radio spot announcement campaig in the Midwest. Agency, Young & Rubicam New York.

WELCH'S WESTBOUND ● As distributio of Welch's wine travels westward market b market, radio stations are added to its curren spot announcement schedule. Agency, Al Pa Lefton, New York.

BLOCK SPONSORING ● Block Drug Co New York, sponsoring *Crime With Father* o ABC-TV Friday 9-9:30 p.m. starting Oct. 5 Products advertised will be Amm-I-Dent Toot Powder, Amm-I-Dent Tooth Paste, Minipoo Dr Shampoo, Pycope Brushes, etc. Agency, Ceci & Presbrey, New York.

CBS LEAVES MINUTE FOR SUSTAINER BREAKS

OPPORTUNITY for additional local sales b CBS Radio affiliates opened up with decisio of network officials to provide 60-second instea of 30-second breaks before or after some sustainers. Nine nighttime and four daytim sustainers involved at outset. Plan to star first week in October.

Adopted at request of Columbia Affiliate Advisory Board, plan makes these new one-minute breaks available for either progra promotion or commercial announcements, bu stipulates that competitive accounts may no be scheduled next to CBS Radio commercia programs. Nor may such announcement imply sponsorship of sustainer. It also provides for reversion to 30-second breaks if sho involved is changed or rescheduled, but wit stations to be given 14 days' prior notice i cases of reversion as well as in cases of change in list of programs involved.

HEARST PROMOTES PROVOST

ELECTION of D. L. (Tony) Provost as vic president and director of Hearst Radio Inc announced Friday. Formerly with WNB New York and Hearst-owned WBAL Baltimor radio and TV properties, Mr. Provost has bee acting general manager of Hearst Radio sinc shortly after death of Vice President and General Manager Tom A. Brooks earlier this yea [BROADCASTING • TELECASTING, July 16, Jun 25].

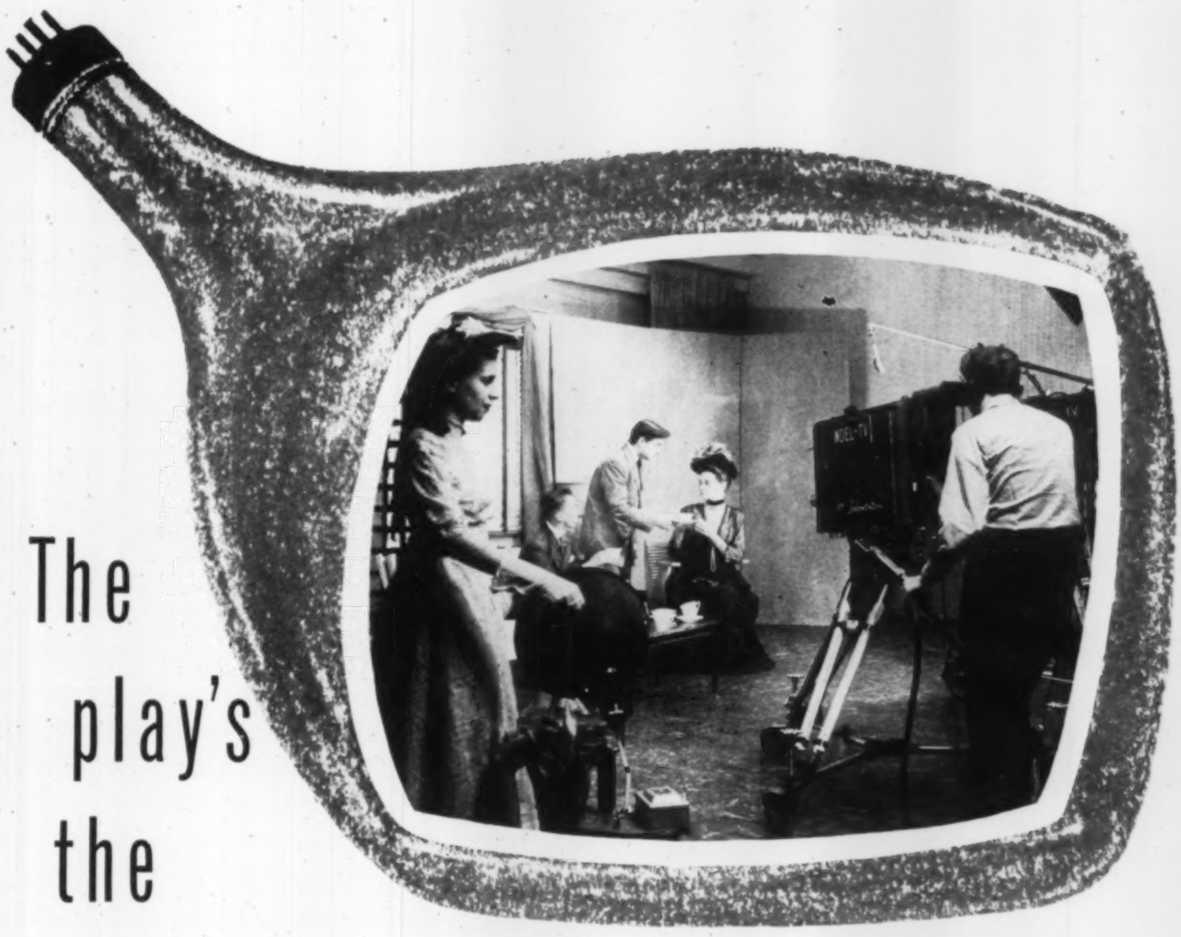
MBS CO-OP SALES UP

SALES of Mutual's cooperative program totaled 1,302 for first nine months of 1951 11% increase over 1,166 sales for comparabl period last year. Total does not include 2,86 local sponsors of Mutual's *Game of the Da* Mutual also reported 851 station sales of seve MBS news cooperatives, as compared to 60 for 1950 period.

EX-JONES OFFICERS NAMED

TWO additional former employes of Duan Jones Co., New York, revealed plans Friday Robert Hayes, former president, to Doherty Clifford & Shenfield as vice president, an Donald Gill, account executive, to W. Ear Bothwell, New York, in similar capacity.

XUM



The play's the thing...

The E-52 Players, dramatic group of the University of Delaware, presents a scene from "The Importance of Being Earnest," one of their featured productions.

During the past season, presentations by this talented dramatic group were only part of the University's TV schedule. The series also included, "Visit with Esther Alderman" and "Home and Garden Highlights," produced in conjunction with the Agricultural Extension Service; and "Baseball Clinic" conducted by the University Athletic Department.

For the 1951-52 season, WDEL-TV, in cooperation with a faculty committee, has scheduled a greatly expanded series of University telecasts.

The University of Delaware telecasts are but a few of the many local features carried by WDEL-TV in an endeavor to meet the public needs of the communities it serves.

WDEL · TV

Wilmington, Delaware

WDEL AM TV FM *Represented by* **ROBERT MEEKER ASSOCIATES · Chicago · Los Angeles · San Francisco · New York**

1000 REWARD
HANDLE BAR
PETE
Bang
this much is in the BAG

DOLLAR FOR DOLLAR THE XL STATIONS DELIVER THE BIGGER MARKET

Them WHAT SEE

Them WHAT HEAR

2 Markets

DEAD OR ALIVE . . . YOUR REWARD IS HERE! Since time began there have been 'Them WHAT HEARD' and 'Them WHAT SAW' . . . The BAD MAN in the woodpile is the misinformed impression as to the comparative sizes of these two groups. RECENT SURVEYS HAVE PROVED 'Them WHAT HEARD' is the larger group.

In a recent, thorough investigation, Advertising Research Bureau (ARBI) interviewed scores of persons who shopped in ADVERTISED stores, LEARNED that 54.5% got their information exclusively from the XL Stations.

54.5% RADIO
12.3% BOTH
33.2% NEWSPAPER

LET US PROVE IT!
Clip this coupon and receive the "Proof of Putting"

The XL Stations
315 W. Sprague,
Spokane 4, Washington
Please send me your Booklet on "TWO MARKETS IN THE NORTHWEST" . . .

Name . . . .
Business Address . . . .
. . . .
City . . . . State . . . .

The XL Stations

KXL KXLY KXLF
KXLL KXLJ KXLK KXLQ
Eastern Sales Manager - Wythe Walker - New York
Western Sales Manager - Tracy Moore - Los Angeles

SERVING THE PACIFIC NORTHWEST

BROADCASTING
TELECASTING

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TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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America is SOLD on ABC

ABC morning radio is now completely sold out! Lever Brothers just bought the last available 15-minute Monday-through-Friday time. During the past two months, ABC has signed more new business in Radio than in any other two months in its history. America *is* sold on ABC.

SPONSORS OF 15 NEW SHOWS

- Bristol-Myers
- General Foods
- Hazel Bishop
- Kellogg
- Lever Brothers
- Philip Morris
- Prudential Insurance
- Ralston-Purina
- Sterling Drug
- Sylvania Electric
- Wildroot

ABC RADIO

American Broadcasting Company

COMPARATIVE NETWORK SHOWSHEET

E V N I

	SUNDAY				MONDAY				TUESDAY				WEDNESDAY
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC
6:00 PM	Drew Pearson (273)	My Friend Irma	Quaker Challenge of the Yukon	You Can't Take It With You S	Not in Service Mon-Fri. 6-7 p.m.	Metro Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S	Not in Service	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S	Not in Service
6:15	Seeman Bros. Mon. Headlines (268) R	"	"	"	"	You and the World S	"	No Network Service 6:15-6:45	"	You and the World S	"	No Network Service 6:15-6:45	"
6:30	Q.E.D. S	C-P-P Dental & Shave Cream Our Miss Brooks	Nick Carter	ReynoldsMetals The Big Show (167)	"	No Network	"	"	"	No Network	"	"	"
6:45	"	(187) "	(6:55-7) Murine Cedric Foster	"	"	P&G Ivory Lowell Thomas (102)	"	Sun Oil Co 3-Star Extra (34)	"	P&G—Ivory Lowell Thomas (102)	"	Sun Oil Co 3-Star Extra (33)	"
7:00	Adlam's Playroom S	Amer. Tob. Co. Jack Benny (192) R	Kellogg Wild Bill Hickok 7-7:25	The Big Show *OT	Co-op Headline Edition	P&G, Oxy., Lava, Dreft—Buelah (121) R	Co-op Fulton Lewis Jr. (329)	Pure Oil Co. News Time (33)	Co-op Headline Edition	P&G, Oxy., Lava, Dreft—Buelah (121) R	Fulton Lewis Jr. (329)	Pure Oil Co. News Time (29)	Co-op Headline Edition
7:15	"	"	" News	"	Co-op Elmer Davis	P&G Tide Jack Smith Show (147) R	Dinner Date S	No Network Service	Co-op Elmer Davis	P&G—Tide Jack Smith Show (147) R	Dinner Date	No Network Service	Co-op Elmer Davis
7:30	Ted Mack Family Hour S	Rexall Amos 'n' Andy (185)	Affairs of Peter Salem	"	General Mills Lone Ranger (145) R	Campbell Soup Club 15 (160) R	Amer School & Beltone alt. wks. Gabriel Heatter	Miles Labs News of World (158)	General Mills Mr Mercury	Campbell Soup Club 15 (160) R	Personna Blades Gabriel Heatter	Miles Labs. News of World (158)	General Mills Lone Ranger (145)
7:45	"	"	"	"	" *	Am. Oil-Hamm. Ed. R. Murrow (105)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs OneMan's Fam (155) H R	"	Am. Oil-Hamm. Ed. R. Murrow (105)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs One Man's Fam (155) H R	"
8:00	Stop the Music S	Coca-Cola Mario Lanza Show (194)	Singing Marshall	RCA Harris & Faye (168)	The Big Hand	Elec. Auto-Lite Suspense (181) R	Hashknife Hartley	A A of RR's Railroad Hour (171)	Chance of a Lifetime S	Mars People Are Funny (148) alt wks.	Count of Monte Cristo S	DuPont Cavalcade of America (155)	Sterling Mystery Theatre
8:15	Stop the Music S	"	"	"	"	"	"	"	"	"	"	"	"
8:30	American Chicle Stop the Music (171)	Philip Morris Horace Heidt (179)	Enchanted Hour	U. S. Steel Theatre Guild of, Air. (166)	General Motors Henry Taylor	Lever-Lipton Godfrey Talent Scouts (161) R	8:30-8:55 Crime Fighters	Firestone Voice of Firestone (140)	Black Night S	C-P-P Shampoo, Shave Cream Mr.&Mrs.North	Official Detective S	Lewis-Howe Co Tums Hollywood Theatre (164)	American Chicle The Fat Man
8:45	Lorillard Stop the Music (198)	"	"	"	World Wide Flashes S	"	"	"	"	(186) R "	"	"	"
9:00	Warner-Hudnut Walter Winchell (281)	Elec. Cos. Coriss Archer (176)	Opera Concert	"	United or Not S	Lever—Lux Lux Radio Theatre (171)	Murder By Experts S	Bell Telephone Telephone Hour (168) R	Co-op Town Meeting	Wm. Wrigley Life of Luigi (179)	John Steele Adventurer	Liggett & Myers Chesterfield Bob Hope (169)	Co-op Rogue's Gallery
9:15	Andrew Jergens Louella Parsons (283)	"	"	"	"	"	"	"	"	"	"	"	"
9:30	Robert Mills Show S	Carnation Co. Contented Hour (180)	Everett Holles News	Mr. Moto S	Ghost Stories S	"	Co-op War Front—Home Front	Cities Service Band of America (97) N	"	Sterling Pursuit (134)	Mysterious Traveler	Pet Milk Fibber McGee & Molly (152)	Co-op Mr. President
9:45	"	"	War Review	"	"	"	"	"	Chr S. Monitor Views the News R	"	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (119)	Music For You	This Is Europe	$64 Question *OT	News of Tomorrow S	R. J. Reynolds Bob Hawk Show (174)	A. F. of L. Frank Edwards (130)	Boston "Pops" Orchestra *OT	News of Tomorrow S	Meet Millie	A. F. of L. Frank Edwards (25)	Lever Bros Big Town (133)	News of Tomorrow S
10:15	Gloria Parker Show S	"	"	"	Dream Harbor S	"	I Love A Mystery	"	Dream Harbor S	"	I Love A Mystery	"	Dream Harbor S
10:30	Co-op George Sokolsky	Longines-Wittnauer Choraliers	Solway String Quartet	TBA	Latin Quarters	Phillips Petro Rex Allen Show (67)	Bands For Bonds	"	"	Robert Q's Waxworks	Dance Orchestra	Philip Morris Payhouse On Broadway (152)	Lawrence Welk S
10:45	Dr. Gino S	(150) "	"	"	"	Robert Q's Waxworks	"	"	"	"	"	"	"
11:00	News S	News	News	News from NBC	Band S	News	Co-op Baukhage Talking	News from NBC	Band S	News	Co-op Baukhage Talking	News from NBC	Band S
11:15 PM	Thoughts In Passing S	Elmer Roper	Music	Clifton Utley	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report ! S

BROADCASTING

D A IN

	SUNDAY				MONDAY - FRIDAY				SATURDAY			
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross Opera Album S	Keyboard Concerts	Elder Michaux Happiness Hour	Co-op World News Leon Pearson	General Foods Breakfast Club (261) R S	Co-op News	Co-op Robt Hurleigh	No Network Service	Co-op No School Today	Co-op News	(Network Opens 10 a m)	Coffee in Washington S
9:15	"	News S	"	We Hold These Truths	Swift & Co. Breakfast Club (316) R	Barnyard Follies S	:15-9:25 Co-op Tell Your Nghbr. :25-9:30 News	"	" S	Barnyard Follies S	"	"
9:30	Voice of Prophecy, V&P Inc. (105)	E. Power Biggs	Christian Ref. Church Back to God	We Remember (9:30-10 Spl)	"	"	Harmony Rangers	"	"	"	"	Brown Shoe (124) Smilin' Ed McConnell
9:45	"	"	"	Hudson Coal D&H Miners Spl (14)	Philco Corp. Breakfast Club (290)	"	"	"	"	Garden Gate	"	"
10:00	Message of Israel S	Church of Air S	Radio Bible Class (314)	National Radio Pulpit S	Sterling Drug My True Story (216) R	Toni-Reid-Murdock, A Godfrey (170) R	Co-op Cecil Brown (55)	P&G, Welcome Travelers (142)	"	Lee Kelton Orchestra (153)	Miscellaneous Program S	Mind Your Manners
10:15	"	"	"	"	"	Lever-Rinso Arthur Godfrey (178) R	Faith Our Time S	"	"	Galen Drake	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (317)	Dr. Peale Art of Living S	General Mills Betty Crocker (202) R	Pillsbury, Godfrey (183) R	Co-op Take a Number 10:30-10:55	Swift & Co Red Foley Show (43) Spl	Ralston Space Patrol	Make Way Youth	Leslie Nichols	Pet Milk Mary Lee Taylor (151)
10:45	"	"	"	News Highlights S	Philip Morris Against the Storm (228)	National Biscuit Arthur Godfrey (185) R	"	Campbell 10:30-11 Double or Nothing (132)	"	"	Helen Hall	"
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Wm. Hillman	Faultless Starch Time (53) Spl	Lever Bros. Lone Journey (148)	Liggett & Myers Arthur Godfrey (192) R	Sterling Drug Ladies Fair 11-11:25	TBA	Junior Junction S	Cream of Wheat Let's Pretend (151)	Mert's Record Adventures	Hollywood Love Story S
11:15	"	"	Dixie 4 Quartet	Morning Serenade S	General Foods When a Girl Marries	"	"	"	"	"	"	"
11:30	The Christian In Action S	Invitation to Learning S	N'western U Review S	UN Is My Beat S	Bristol-Myers Break the Bank (MWF)	Contnl. Baking Grand Slam (48)	Lorillard-Kraft Queen for A Day	"	Eddie Fisher Show	Cannon Mills Give & Take (150)	Army Field Band	My Secret Story S
11:45	"	"	"	Carnival of Books	Philip Morris Break the Bank (TuTh)	P&G Ivory Snow Rosemary (134)	"	Armour Dial Dave Garroway (166)	"	"	"	"
12:00 N	News S	People's Platform	College Choirs	America United S	Prudential The Jack Berch Show S	General Foods Wendy Warren (153)	Miles Labs Curt Massey Time	No Network Service	101 Ranch Boys S	Armstrong Cork Theatre of Today (182)	Quaker Man on the Farm	Barriault Washington News
12:15 PM	Brunch Time S	"	"	"	Serutan Victor Lindlahr	Lever Bros. Aunt Jenny (140)	Lanny Ross S	Pickens Party S	"	"	"	Public Affairs S
12:30	Co-op Piano Playhouse	Howard K. Smith	Co-op Hazel Markel	The Eternal Light S	Not in Service	Whitehall Helen Trent (170)	Miscellaneous Program	No Network Service	American Farmer S	Carnation, Stars Over Hollywood (102)	Georgia Crackers	US Marine Band
12:45	"	Rchfield Oil C. Collingwood (35)	Dawn Bible Frank & Ernest	"	"	Whitehall Our Gal Sunday (163)	Bob Poole Show	No Network Service	"	"	"	"
1:00	San Francisco Sketch Book S	Book Assoc. You and The Law (63)	Capehart-Fransworth—News Vandeventer	Yesterday, Today & Tomorrow S	Co-op Paul Harvey	P&G Ivory, Spic & Span, Big Sister (143)	Co-op Cedric Foster	Hometowners S	Navy Hour S	Toni GrandCenSta. (151)	Soldier's Serenade	Allis-Chalmers Natl Farm & H Hour (188)
1:15	"	String Serenade	Book Associates Sidney Walton	"	Co-op Ted Malone	P&G Oxydol Ma Perkins (152)	1:15-1:25 H. Harding 1:25-1:30 News	Pickens Party Rpt	"	"	Jerry & Sky S	"

	SU	
	ABC	CBS
1:30 PM	[illegible] S	Starlight Melodies
1:45	"	"
2:00	Back to the Bible	Longines-Wittnauer (150)
2:15	"	"
2:30	Concert of [illegible] S	Philharmonic Orchestra (150)
2:45	"	"
3:00	This Week Around the World S	"
3:15	"	"
3:30	Dr. Billy Gra Hour of Decision	"
3:45	"	"
4:00	Gospel Singing Old-Fa Revival Hr.	Lesueur News
4:15	"	Beltone Ed. C. Hill wks.
4:30	"	U. S. Army (146)
4:45	"	"
5:00	Sylvania Sammy Kaye Sunday	Godfrey (86)
5:15	"	"
5:30	Goodyear Greatest	How To
5:45 PM	"	"

EVNING

FOR OCTOBER 1951

WE	SDAY		THURSDAY				FRIDAY				SATURDAY				
CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
Metro. Li Allan Ja (2	Repeat of Kid Strips	News Bob Warren S	Not in Service	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S	Not in Service	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S	Una May Carlisle S	Morton Salt Visitin' Time (8)	Harmony Rangers	Bob Warren News	6:00 PM
You a the W S	"	No Network Service 6:15-6:45	"	You and the World S	"	No Network Service 6:15-6:45	"	You and the World S	"	No Network Service 6:15-6:45	Faith of the Future	"	"	Earl Godwin's Washington	6:15
No Ne	"	"	"	No Network	"	"	"	No Network	"	"	Harry Wismer S	Dr. Pepper Sports Roundup (47)	Organ Music	NBC Symphony Orchestra	6:30
P&G— Lowell T (10	"	Sun Oil Co 3-Star Extra (34)	"	P&G—Ivory Lowell Thomas (102)	"	Sun Oil Co 3-Star Extra (32)	"	P&G—Ivory Lowell Thomas (102)	"	Sun Oil Co 3-Star Extra (33)	Labor- Management S	Richfield Oil L Lesueur (35)	"	"	6:45
P&G, Ox Dreft— (121)	Fulton Lewis Jr. (329)	Pure Oil Co. News Time (34)	Co-op Headline Edition	P&G, Oxy., Lava, Dreft—Beulah (121) R	Fulton Lewis Jr (329)	Pure Oil Co. News Time (30)	Co-op Headline Edition	P&G Oxy., Lava, Dreft—Beulah (121) R	Fulton Lewis Jr (329)	Pure Oil Co. News Time (33)	Labor- Management S	Johnny Dollar	Co-op Al Helfer	"	7:00
P&G— Jack Smi (147)	Dinner Date	No Network Service	Co-op Elmer Davis	P&G—Tide Jack Smith Show (147) R	Dinner Date	No Network Service	Co-op Elmer Davis	P&G—Tide Jack Smith Show (147) R	Co-op Tomorrow's Football	No Network Service	Co-op Bert Andrews	"	Twin Views of the News	"	7:15
Campbell S Club 1 (160) R	Noxzema Gabriel Heatter	Miles Labs News of World (158)	General Mills Silver Eagle S.B.I. (162)	Campbell Soup Club 15 (160) R	VCA Labs Inc. Gabriel Heatter	Miles Labs News of World (159)	General Mills Lone Ranger (145)	Campbell Soup Club 15 (160) R	Pearson Pharm Co Gabriel Heatter	Miles Labs. News of World (159)	TBA	R. J. Reynolds Vaughn Monroe (174) R	Comedy of Errors (7:30-7:50)	"	7:30
Am. Oil-H Ed. R. M (10	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs One Man's Fam (155) H R	"	Am. Oil-Hamm. Ed. R. Murrow (105)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs One Man's Fam (156) H R	"	Am. Oil-Hamm. Ed. R. Murrow (105)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs. One Man's Fam. (156) H R	"	"	7:50-8 State Farm Auto Ins Co, C. Brown	"	7:45
Mr. Cha	The Hidden Truth S	Schlitz Brewing Halls of Ivy (169)	Newstand Theatre Players S	Wildroot FBI In Peace & War (149) R	California Caravan S	General Foods Father Knows Best (161)	Reynolds Richard Diamond	Sylvania Grantland Rice (50)	Magazine Theatre	Screen Directors Playhouse *OT	Dancing Party S	Wrigley Gene Autry (176)	20 Questions	"	8:00
"	"	"	"	"	"	"	"	TBA	"	"	"	"	"	"	8:15
Chesterf Dr. Chris (178)	International Airport	Kraft Gildersleeve (155)	Hollywood Star Playhouse	Hall Bros Hallmark Playhouse (178) R	Pal Blades Rod & Gun Club (135)	Mr. Keen Tracer of Lost Persons *OT	Equitable Life This Your FBI (286) R	"	Dance Orchestra	"	"	GF-Post Cereal Hopalong Cassidy (1 0)	Take a Number	Duffy's Tavern *OT	8:30
"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:45
Red Skel Show (1	2,000 Plus S	DeSoto Plym'th Dealers, You Bet Your Life (167)	O'd Gold Orig. Amateur Hour (232)	Insp.Hearthstone	True or False	L&M Fatima Dragnet (167) R	Heinz Ozze & Harriet	"	Armed Forces Review	Nightbeat S	"	GF-Grape-Nuts Gangbusters (152)	Hawaii Calls	TBA	9:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	9:15
Liggett & M Bing Cro (191)	Family Theatre S	Am Cig & Cig The Big Story (174)	"	Operation Underground	Co-op Reporter's Roundup	Gulf Refining Counterspy (118)	Bristo-Myers Mr. District Attorney	"	Time For A Song	Man Called "X" S	"	Broadway Is My Beat	Lombardoland U.S.A. S	R. J. Reynolds GrandOle Opry (162)	9:30
"	"	"	Foreign Reporter S	"	"	"	"	"	"	"	"	"	"	"	9:45
Pabst B Ribbon B (15	A F of L Frank Edwards (130)	Dangerous Assgnment S	News of Tomorrow	The Lineup	A F of L Frank Edwards (25)	Amer. Tob. Co. Your Hit Parade (168)	Gillette Fights	Capitol Cloakroom	A F of L Frank Edwards (130)	Al Goodman's Musical Album	Saturday at Shamrock S	Robert Q's Waxworks	Chicago Theatre of the Air S	"	10:00
"	I Love A Mystery	"	Dream Harbor S	"	I Love A Mystery	"	"	"	I Love A Mystery	"	"	"	"	TBA	10:15
"	Dance Orchestra S	RCA Meredith Willson (168)	Operation Dixie S	Robert Q's Waxworks	Dance Orchestra	TBA	"	Dance Orchestra	Dance Orchestra	On the Spot	Buddy Weed Trio S	"	"	"	10:30
"	"	"	"	"	"	"	American Sport Parade S	"	"	Pro & Con S	New Yorkers S	"	"	"	10:45
News	Co-op Baukhage Talking	News from NBC	Band S	News	Co-op Baukhage Talking	News from NBC	Band S	News	Co-op Baukhage Talking	News from NBC	News	News	News	News from NBC	11:00
Dance Orches	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Hotel Roosevelt (LA) S	Dance Orchestra	Dance Orchestra	Silver Jubilee	11:15 PM

DAIME

	SUNDAY			MONDAY - FRIDAY				SATURDAY			
ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
Nationa Vespe S	Starlight Melodies	Lutheran Hour (Lutheran)	U of Chicago Roundtable	Gems For Thought	P&G Crisco Dr. Malone (148)	Luncheon with Lopez	Co-op News George Hicks S	Luncheon With Lopez	Carter City Hospital (134)	Dance Orchestra	Rio Rhythms
"	"	"	"	Not in Service	P&G Duz Guiding Light (150)	"	Wesson Oil Dr. Paul (47)	"	"	"	"
oodwill Back to the Bible	Longines- Wittnauer Symphonette (150)	Report from Pentagon	The Catholic Hour	Co-op M. M. McBride	GF Swan-Cal Mrs Burton (75) Grady Cole (55)	Dixieland Matinee	Campbell Soup Double or Nothing (130	U. S. Air Force Football	Hormel & Co. Music with H. Girls (116)	Dunn on Discs	Musicana
"	"	Co-op Bill Cunningham	"	"	P&G Tide Perry Mason (152)	"	"	"	"	"	"
oncert of Eu S	New York Philharmonic Orchestra (150)	Top Tunes with Trendler	Amer. Trucking Amer. Forum of the Air (167)	Family Circle S	Toni Co. Nora Drake (158)	Say It with Music	General Mills Live Like A Millionaire (74	"	General Electric CBS Football Round-Uo (185)	Co-op Football	Slim Bryant & His Wildcats
"	"	"	"	"	P&G Ivory Fl. Brighter Day (133)	"	" Amer. Tob. Co. Banghart 2:55	"	"	"	"
This Week Around the World S	"	Bandstand U.S.A.	Hormel, Music with the Hormel Girls (45)	"	Miles Labs. Hilltop House (142)	Co-op Poole's Paradise	P&G Life-Beautiful (154)	"	"	"	Football Games TBA
"	"	"	"	"	Col.-Palm.-Peet Kings Row (50) R	"	P&G Road of Life (154)	"	"	"	"
. Billy Graham Hour of Decision	"	Air Force Hour	Am Dairy Assn. David Lawrence (167)	Mary Marlin	Pillsbury House Party (158)	"	P&G Pepper Young (158)	"	"	"	"
"	"	"	Belmont Radio John C. Swayze (139)	Philip Morris Romance of Evelyn Winters	"	"	P&G Right to Happiness (155)	"	"	"	"
ospel Hour Old-Fashion evival Hr. S	L Lesueur News	Bobby Benson	The Saint S	Valiant Lady S	Col.-Palm.-Peet Strike It Rich (143) R	Miscellaneous Programs	P&G Backstage Wife (143)	"	"	"	"
"	Beltone Ed. C. Hill 2 wks. (149)	"	"	Marriage for Two S	"	"	Sterling Drug Stella Dallas (147)	"	"	"	"
"	U.S. Army rankie Lane (146)	Under Arrest	U S Tobacco Martin Kane (167)	The Perfect Husband Co-op	Treasury Bandstand	B&D Chuckle Wagon M-F 4:30-5	Sterling Drug Y Widder Brown (147)	"	"	Bandstand U.S.A.	Music
"	"	"	"	"	" 4:55-5 News	Bobby Benson M-W-F 5-5:30 S	Manhtn. Soap Woman in my House (168)	"	"	"	"
Sammy K nday Se	Kingan ther Godfrey (85)	The Shadow S	The Whisperer S	Big Jon & Sparkie S	Tu Music You Know M, W	Quaker Chall. of Yukon Tu-Th 5-5:30	Whitehall Just Plain Bill (137)	Roseland Ballroom S	"	Matinee At Meadowbrook	Big City Serenade
"	"	"	"	"	The Chicagoans Th-F St. Louis Mat.	5:30-5:55 Tu. & Th., Derby Sky King	Whitehall Front Page Farrell (134)	"	"	"	"
Goodyear reatest St	How To	Williamson True Detective Mysteries (487)	TBA	Kellogg Co. Mark Trail Victor Borge	Top Tune Time	5:30-5:55 MWF Kellogg Clyde Beatty	P&G Lorenzo Jones (42)	"	Saturday at the Chase	"	Speak for Yourself
"	"	"	"	(MWF) Fun Factory (TuTh) S	Miles Labs. Curt Massey Time (144) R	M-F 5:55-6 Tex Fletcher	Bob & Ray	Club Aluminum Club Time (28)	"	"	Mutual Benefit Ins', Bob Considine (165)

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced. Time EDT.

ABC

8:50-9 a.m. Mon.-Fri., Philip Morris, One Man's Opinion, 200 stations.
7:30-8 p.m. M-W-F, American Bakeries Co., Lone Ranger, 62 stations.

CBS

8:30-9:15 a.m. Sun., General Foods, Sunday Morning Gatherin', 107 stas.
8:30-8:45 a.m. M-F, General Foods, Renfro Valley Country Store, 60.
10:25-10:30 a.m. Sat., Economic Labs, Galen Drake, 158 stations.
11-11:05 a.m. Sat., Campana Sales Co. Bill Shadel News, 178 stations.
3:55-4 p.m. Mon.-Fri., Pillsbury, Galen Drake, 184 stations.
9:25-9:30 p.m. Sat., General Foods, Bill Shadel—News.
10:25-10:30 a.m. Sat., Economic Labs, Galen Drake, 181 stations.

MBS

7:55-8 p.m. Mon.-Fri., Miller Brew Co. News.
8:55-9 p.m. Mon.-Fri., Bill Henry & the News. Johns-Manville, 434 stas.
8:55-9 a.m. Mon.-Fri., Les Higbie and the News, American Tobacco Co.
10:25-10:30, 11:25-11:30 a.m. Mon.-Fri., 12:25-12:30, 2:25-2:30, 3:25-3:30, 4:25-4:30 p.m. Mon.-Fri., Bab-O Reporter, B. T. Babbit Inc.
10:55-11 a.m. Mon.-Fri., Talk Back With Happy Felton, American Tobacco Co.
11:30-12 noon Tues., Thur., Kraft Foods Co., co-sponsors Queen for a Day.

NBC

*OT — Operation Tandem, Whitehall and RCA.
8-8:15 a.m., Skelly Oil Co.
Mon.-Fri., News, 28 stations.
Sat., This Farming Business.
10:45-11 a.m. Mon.-Fri., Hymn Time, General Mills, 10 stations.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

Sept. 24, 1951 *Copyright 1951*

XUM

SHORT CUT TO $62 BILLION

The quickest, most efficient way to reach 27 million people who spend 62 billion dollars a year is via radio spot sales...on ABC's 5 owned stations.

NEW YORK

Radio pop: 4,559,650 families
Eff. buying income: $29,241,378,000
Quickest way to reach America's No. 1 market

WJZ

CHICAGO

Radio pop: 2,689,980 families
Eff. buying income: $14,691,918,000
Quickest way to reach nation's second largest market

WENR

DETROIT

Radio pop: 282,720 families
Eff. buying income: $4,856,334,000
Quickest way to reach America's motor market

WXYZ

LOS ANGELES

Radio pop: 1,319,130 families
Eff. buying income: $7,942,001,000
Quickest way to reach the No. 4 market in the U. S.

KECA

SAN FRANCISCO

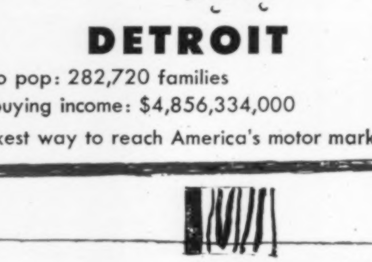
Radio pop: 964,250 families
Eff. buying income: $5,291,371,000
Quickest way to reach the rich San Francisco market

KGO

Eff. buying income: Sales Management Survey of Buying Power, May 1951
Radio families: BMB—Families USA—1949

Get your share of the multi-billion-dollar sales made in these five leading markets through ABC's five key stations. Bought individually or as a package, these ABC stations offer the most flexible, most efficient buy in spot radio. Participating spots are available on established, popular high-rating shows in every category: homemaking, comedy, music and news. Put one or more of these shows to work . . . selling your product where the traffic is heaviest. For details write or wire:

America is
SOLD
on ABC



ABC RADIO SPOT SALES
7 WEST 66th STREET, NEW YORK CITY
American Broadcasting Company

new business

Spot • • •

PROCTER & GAMBLE Co., Cincinnati (Shasta shampoo), planning daytime spots and participations in limited number of radio markets, starting early in Oct. Agency: Dancer-Fitzgerald-Sample, N.Y.

MANISCHEWITZ WINE Co., N. Y., seeking radio availabilities for spot campaign starting next month. Agency: Donahue & Coe, N. Y.

REPORTER MAGAZINE planning 20-market radio spot campaign and news programs plus network news show, 13 weeks. Agency: Frederick-Clinton Co., N. Y.

THOR Corp., Chicago, placing extensive TV spot schedule nationally to introduce its first fully automatic washer, starting with Chicago on market-by-market basis. Fifty film spots planned for month-long campaign in each city. Agency: Henri, Hurst & McDonald, Chicago.

SQUIRE-DINGEE Co., Chicago, using TV for first time for Ma Brown preserves, starting minute and 20-second spots in six markets in early Oct. Schedule will be expanded later. Agency: L. W. Ramsey Co., Chicago.

THORNTON CANNING Co., Thornton, Calif. (packers of Lido Tomato Paste), beginning Nov. 1 will inaugurate three month introductory campaign in St. Louis, Pittsburgh and Detroit. TV will be used. Agency: Roy S. Durstine Inc., S. F.

SUPERTEST PETROLEUM CORP., Toronto (gasoline), starts spot announcement campaign on major market Canadian stations. Agency: Harry E. Foster Adv. Ltd., Toronto.

MECANNO Ltd., Toronto (toys), starts spot announcement campaign for Christmas selling on number of major market Canadian stations. Agency: F. H. Hayhurst Ltd., Toronto.

DR. A. W. CHASE MEDICINE Co. Ltd., Oakville, Ont. (proprietary), Oct. starts thrice daily one minute spot announcement campaign on number of Canadian stations, marking return of this company to radio after an absence of some years. Agency: F. H. Hayhurst Ltd., Toronto.

Network • • •

MILLER BREWING Co., Milwaukee (High Life beer), Oct. 1 starts 52 week sponsorship of *Five Minute Final* on full Don Lee Network (45 stations) plus four Arizona Network stations Mon.-Fri., 9:55-10 p.m. (PDT). Agency: Mathisson & Associates Inc., Milwaukee.

AMERICAN VITAMIN ASSN., to sponsor *Frosty Frolics*, ice show, weekly over ABC-TV starting Sept. 19, Wed., 8-9 p.m. Agency; Schwimmer & Scott, Chicago.

P. LORILLARD CO., N. Y., (Old Golds), to sponsor *Down You Go* on DuMont TV Network, starting Sept. 21 for 52 weeks, Fri., 9-9:30 p.m. Agency: Lennen & Mitchell, N. Y.

NORWICH PHARMACAL Co., Norwich, N. Y. (Teek, new cherry flavored cough syrup), will use national TV show and Sunday supplements to introduce and promote product. TV show used is 15-minute news program *Sunday News Special*, every other week on CBS-TV. Agency: Benton & Bowles, N. Y.

E. I. DU PONT de NEMOURS & Co., Wilmington (curtains made from duPont Orlon acrylic fiber), sponsoring 2:15-2:30 p.m. segment of *Garry Moore Show*, on CBS-TV, Tues.; and 12:45-1 p.m. portion of *Frances Langford-Don Ameche Show*, on ABC-TV, Fri. Overall campaign to cover 30 markets. Length of contract indefinite. Agency: BBDO, N. Y.

AMERICAN TRUCKING Assn. Inc., Washington, renews *American Forum of the Air*, 2:30-3 p.m., on NBC on 165 stations. Agency: Biow Co., N. Y. TV segment of show sponsored by Bohn Aluminum & Brass Co., Detroit. Agency: Zimmer-Keller, Detroit.

GREYSTONE PRESS, N. Y. (Children's Record Guild), sponsored *No*

(Continued on page 16)

JACKRABBITS....

Maybe

But what a lot of

LETTUCE

they've got:

MARKET	POPULATION RANK	Auto Equipment, Tires, Tubes 1948 Wholesale Sales
DAYTON	37	$5,872,000
AMARILLO	162	5,837,000
PEORIA	76	5,543,000
SYRACUSE	49	5,338,000
TACOMA	64	4,989,000
ALBUQUERQUE	117	3,394,000

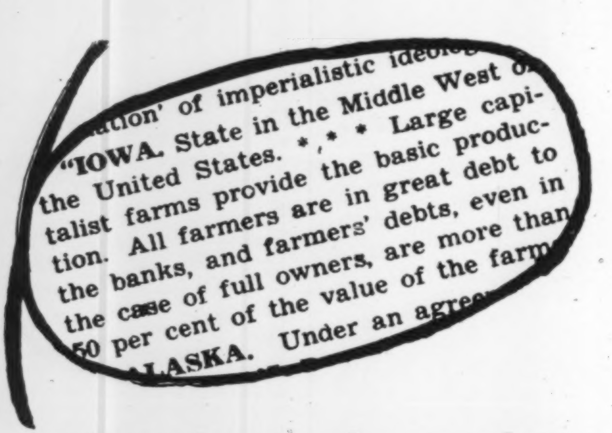
**Figures From Printers' Ink, May 25, 1951*

Where there's money, there's a market!... And KGNC is the only medium that reaches and delivers the green-backed Amarillo market!

P. S. The AMARILLO WHOLESALE MARKET is the largest non-TV market in Texas, New Mexico and Oklahoma.

kgnc
710 KC 10,000 WATTS
AMARILLO TEXAS

Represented Nationally by the O. L. Taylor Company



ation' of imperialistic ideolo
"IOWA. State in the Middle West of
the United States. *,* * Large capi-
talist farms provide the basic produc-
tion. All farmers are in great debt to
the banks, and farmers' debts, even in
the case of full owners, are more than
50 per cent of the value of the farm
ALASKA. Under an agree

To an ad man who may have acquired the wrong impression from a casual reading of the Official Soviet Encyclopedia (Vols. A to A)

If you're wondering how the hell we can segue into our WMTsong from that, don't forget this: In Russian, Iowa comes under "A"—which is perfectly okay with us. It's the following stuff in the new Soviet Encyclopedia (excerpted above from the *New York Times)* which makes us reach for the mono-sodium glutamate.

"Iowa. State in the Middle West of the United States." So far Mr. Dzugashvili is telling the pravda; we're as middle U. S. west as you can get. "Large capitalist farms provide the basic production." Hmmmmm, right as far as it goes. But, of Iowa's $4 billion annual income, half comes from industry. We got *balance*, which is more than we can say for some people.

"All farmers are in great debt to the banks, and the farmers' debts, even in the case of full owners, are more than 50% of the value of the farms." Why, those j-rks! Black is white and white is Red and we'll eat *Vols. A to A* in the Politburo's window if that figure is more than 7%. Our poor banker-ridden farmers gross $768 a month from the average 160-acre farm. (Iowa land, part of the Louisiana Purchase, cost the U. S. 4c an acre. The land was *purchased*, not liberated.) Furthermore, our poor capitalist farmers have electricity (over 95%), tractors (1.1 per farm), and telephones (over 90%), all, of course, invented by Russians.

97% of Iowans have radios, made with tuning dials instead of the 1-station Soviet style. They have a constitutional right to not listen to WMT, which few exercise.

WMT
CEDAR RAPIDS

5000 WATTS
600 KC

REPRESENTED NATIONALLY
BY THE KATZ AGENCY

BASIC CBS RADIO NETWORK

open mike

EDITOR:

MAY WE HAVE YOUR PERMISSION TO REPRODUCE LOWER HALF PAGE 27 YOUR SEPTEMBER 3 ISSUE BROADCASTING • TELECASTING CARRYING ARTICLE "KROGER SPOT DRIVE." WE WOULD LIKE TO SEND THIS REPRODUCTION TO OUR CLIENTS AND PROSPECTS.

KATHRYN M. HARDIG
RADIO-TV DIRECTOR
THE RALPH H. JONES AGENCY
CINCINNATI

[Editor's Note: Permission granted.]

* * *

Ulcers and Indignity

EDITOR:

Just a word to Senator Benton and his colleagues, and to ANA.

. . . If you Senators think you get ulcerated keeping your constituents happy, sit in a week or so with a program director. If he doesn't get listeners he gets a horde of hungry salesmen wrapped around his neck, and you'd be amazed how many of these fellas do a splendid job, giving people what they *want* not what *he thinks* they should have . . .

And you, ANA; we're ashamed of you. Imagine grown-up tycoons, teethed and reared on the cold facts of results against investment, turning to the crystal ball of the academic . . . theorists . . .

If we has-been radio men can't deliver the goods, drop us, but please spare us the indignity of an autopsy, and let us work for our resurrection . . .

Bob Irwin
Milwaukee

* * *

Data on Daytona

EDITOR:

In your column, FRONT OFFICE, [Sept. 17] you mention the appointment of John Thorwald as director of radio of the John H. Perry stations and you include the call letters of WNDG, by which I assume you mean WNDB Daytona Beach.

For your information, WNDB is owned and operated by the News-Journal Corp. of Daytona Beach and is not a John H. Perry station. John H. Perry Jr. is a member of the board of directors of our corporation, but this station is independently operated.

Jerry Stone
Station Manager
WNDB Daytona Beach, Fla.

[EDITOR'S NOTE: We did mean WNDB, and we were wrong. John H. Perry interests own 40% of the station, but Mr. Thorwald will direct only those stations wholly owned by the Perry company — WCOA Pensacola, WJHP Jacksonville, WTMC Ocala, WDLP Panama City.]

Useful Yearbook

EDITOR:

. . . I have just returned from a business trip to New York on which the [BROADCASTING • TELECASTING] YEARBOOK accompanied me; you would be surprised at the amount of use I made of the book while I was there.

Bernard M. Dabney
General Manager
WCBT Roanoke Rapids, N. C.

* * *

What's The Score?

EDITOR:

Here's a letter asking advice from sportscasters around the country. . . .

Would 'casters around the nation please forward us their pet sheets and systems? This way we could save ourselves from getting gray hair every game. . . .

Truman H. Walrod
Sports Director
KWCR Cedar Rapids, Ia.

* * *

Alas, Alaska

EDITOR:

. . . We would like to call your attention to your market figures in your spot business section and spot rate-finder section [of the MARKETBOOK]. These figures greatly underestimate the [Alaska] market. The census of the territory missed over 25% of the population, according to the people of the territory. Also, such figures as retail sales, etc., are based on inaccurate information. One West Coast margarine manufacturer sold over 500,000 lbs. of margarine in a year, and there were many other brands sold . . .

We understand that you presented the best information available.

Roy V. Smith
Spot Sales Mgr.
Alaska Radio Sales
New York

* * *

Be Kind to FM

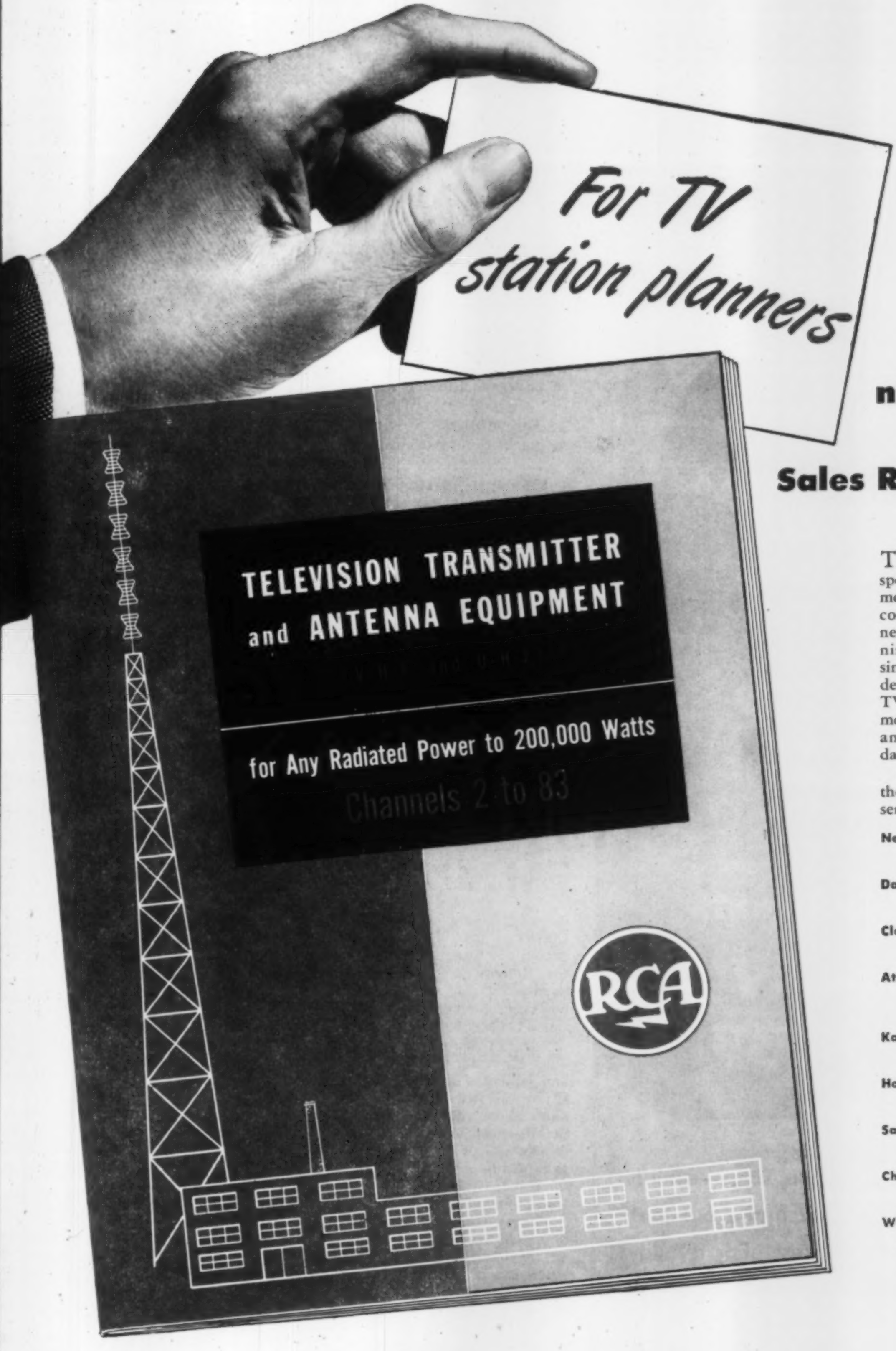
EDITOR:

May I join with others whose letters have appeared in the OPEN MIKE section of your magazine, in the hope that FM radio will not be trampled and lost by the mad scramble for TV. . . .

Given a fighting chance, FM should easily outrun all lower-AM competition.

I thoroughly enjoy every issue of BROADCASTING • TELECASTING . . .

John Dearborn
Transmitter Engineer
WMAS-AM-FM
Springfield, Mass.



...from your nearest RCA Sales Representative

This 64-page book is prepared specifically for TV station management, chief engineers, architects, consultants, and attorneys connected with station designing, planning, building, and operating. In a single reference it contains concise descriptions of RCA's entire line of TV transmitter and antenna equipment—including transmitter plans and layouts, general application data, and cost charts.

For your copy, get in touch with the RCA Broadcast Sales Representative nearest you:

New York 20, N. Y.
36 W. 49th Street
Telephone: Circle 6-4030

Dallas 1, Texas
1907-11 McKinney Ave.
Telephone: R-1371, 1372, 1373

Cleveland 15, Ohio
718 Keith Building
Telephone: Cherry 1-3450

Atlanta 3, Ga.
522-533 Forsyth Bldg.
Forsyth and Luckie Streets, N. W.
Telephone: Walnut 5946

Kansas City 8, Mo.
221 W. 18th Street
Telephone: Victor 6410

Hollywood 28, Calif.
1560 North Vine Street
Telephone: Hollywood 9-2154

San Francisco 3, Calif.
1355 Market Street
Telephone: Hemlock 1-8300

Chicago 11, Ill.
666 North Lake Shore Drive
Telephone: Delaware 7-0700

Washington 6, D. C.
1625 K Street, N. W.
Telephone: District 1260

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

*TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives
JOHN BLAIR & CO.

agency

IRVING J. PAULUS, treasurer and secretary Warwick & Legler, N. Y., elected member of board of directors, replacing **JACK R. WARWICK**, who resigned effective Oct. 1. Mr. Warwick will announce his plans at a later date.

GIL BABBITT appointed director of radio and TV Harry Feigenbaum Adv., Phila. He was with WCAU Philadelphia, and MBS.

ARBINGAST, BECHT & ASSOC., Peoria, opening new radio-TV department Oct. 1. **GEORGE W. CREMEENS**, former program director and commercial manager WEEK Peoria, will head new unit.

ROLAND ISREAL, executive director E. L. Brown Adv. Agency, Phila., to Lavenson Bureau, Phila., as director of plans board.

ALAN FISHBURN, free-lance radio-TV director-producer in Chicago, to MacFarland-Aveyard Agency, same city, in charge of radio and TV.

J. BRANCH BRIGGS elected vice president Charles Blum Adv. Agency, Phila.

JOHN DENNISON and **JOSEPH STODOLA** to copy staff at Needham, Louis & Brorby, Chicago. Mr. Dennis was vice president in charge of copy for Klau-Van Pieterson-Dunlap, Milwaukee. Mr. Stodola is former copy director for Jim Baker Assoc., also Milwaukee.

SYLVIA DOWLING, Young & Rubicam, N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city, as television copy supervisor.

on all accounts

"MANY are called, but few are chosen" runs one of the lesser known adages in advertising literature. John (Jack) Chase Strouse, currently account executive for Kenyon & Eckhardt, N. Y., was, however, one of those chosen few.

Born in Minneapolis, May 22, 1908, and educated at the U. of Minnesota and Harvard, Mr. Strouse was selected from his Harvard graduating class by the Gardner Agency, New York, to learn the advertising business.

The young selectee started out as assistant to an account executive. He was with the agency for four years (during which time it had merged in New York with Blackett, Sample & Hummert and then separated), after which time Mr. Strouse moved to Boston, to become an account executive with the H. B. Humphrey Co.

While he was with the Boston agency the records indicate he brought in the following new accounts: Rumford Baking Powder, Pepperell Sheets and Venta Mills. In December 1941, immediately after Pearl Harbor, he joined the Navy as a lieutenant, j.g. Six years later, after serving in the Pacific for three and a half years and recovering from battle wounds in the hospital for a year and a half, Lt. Comdr. Strouse returned to civilian life to join Young & Rubicam as an account executive on General Foods.

Mr. STROUSE

One year later he moved to Dancer-Fitzgerald - Sample, New York, as an account executive on General Mills. He remained for three years and then journeyed to Kenyon & Eckhardt and his present position. Mr. Strouse handles the Kellogg account which currently sponsors several network shows.

The Strouses—she is the former Mary Louise Green—have been married since 1947 and live in a Manhattan apartment.

beat

FRED M. JORDAN, vice president in charge West Coast operations W. Earl Bothwell Inc., Hollywood, appointed advertising and sales promotion manager Richfield Oil Corp., L. A.

DON MacMILLAN, radio department Young & Rubicam Ltd., Toronto, to radio department Cockfield, Brown & Co., Toronto.

HELEN SMITH, secretary, Smally, Levitt & Smith Adv., L. A., appointed space and time buyer. She succeeds **BERNICE WALKER PARSONS**, resigned, to join husband in establishing John B. Parsons Adv., S. F.

ROBERT PEYSON, Kenyon & Eckhardt, N. Y., to Grey Adv., same city, as television production supervisor.

HELEN BROWN BECKETT, J. Walter Thompson, N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city.

JACK CRUTCHER signed as writer for *Everybody's Favorite* program being packaged by **ANDY POTTER**, radio-television director, Calkins & Holden, Carlock, McClinton & Smith, L. A.

JEANNE DUGGAN, W. Earl Bothwell Inc., Hollywood, to McCann-Erickson, Inc., that city.

PASCAL B. OWEN appointed copy chief Hening & Co., Phila. Mr. Owen was with Wheeler-Knight & Gainey Inc., Columbus, Ohio.

JAY JONES, advertising manager Sherman Inc., Chicago, **MORRIS DEARLE**, head of own Seattle art studio, and **KATHERINE GORDON**, copywriter MacWilkins, Cole & Weber, Portland, to Hal Short & Co., Portland, as account executive, art director and copywriter respectively.

RUTH J. CERRONE, Sullivan, Stauffer, Colwell & Bayles, N. Y., to Lennen & Mitchell in copy department.

HENRY W. BARLEY, Conde Nast publications, N. Y., to McNeill, McCleery & Creamer Adv., L. A., as account executive.

DARWIN H. CLARK Co., L. A., opens Houston offices at 1103 S. Shepherd Drive, with **JACK RITTENHOUSE** resident manager.

ROBERT F. DEGEN, account and merchandising executive Ted Bates & Co., N. Y., will teach a course in marketing of drugs and cosmetics at the New York U. School of Commerce, this fall on Monday evenings.

ROBERT M. FERRIER, account executive Stevenson & Scott, Vancouver, B. C., appointed account executive and assistant to manager Robert B. Young Adv., S. F. **CHARLES E. MORIN**, Pacific Coast sales manager CBS, appointed account executive and director of radio and TV departments.

HAROLD C. ALGYER appointed to radio-TV department N. W. Ayer & Son, N. Y. **HELEN M. GREEN** named to public relations department. **ROBERT D. WILLIAMS** appointed to plans-merchandising department in Philadelphia office.

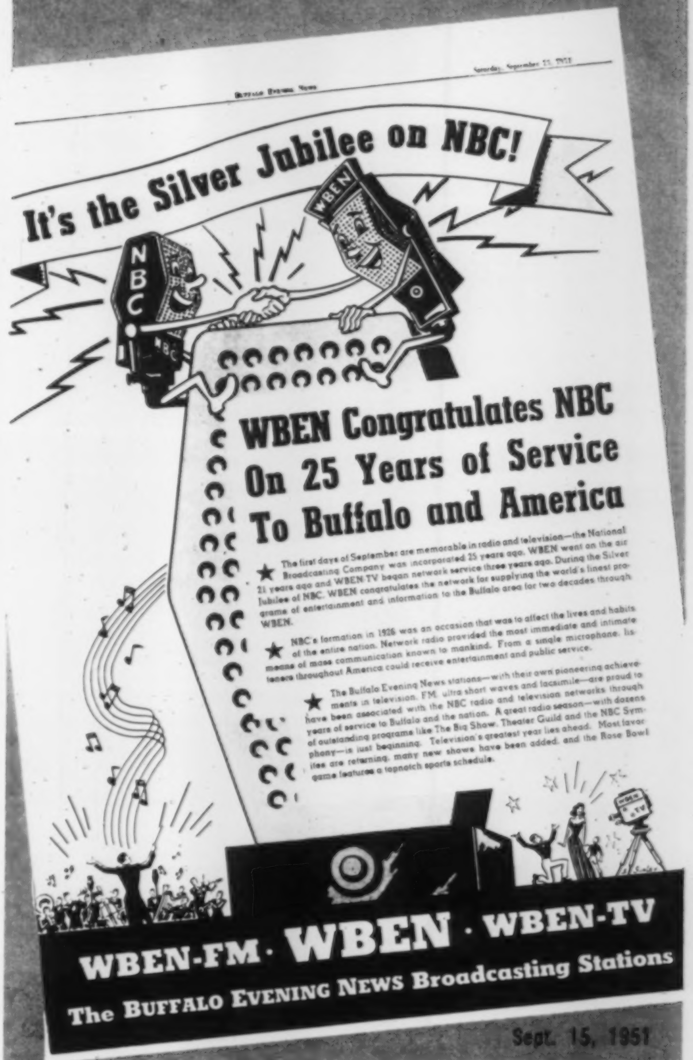
SIDNEY GARFIELD, head of Sidney Garfield & Assoc., S. F., awarded trophy for most outstanding speech at recent national advertising agency network convention in Chicago. Mr. Garfield, one of forty-three speakers at convention, discussed "Do We Have To Die at 57?"

JOHN W. CONNER, Young & Rubicam, S. F., to copy department William Esty Co., N. Y., effective Oct. 1.

W. CAROLL STEPHENSON, Al Paul Lefton Adv. Agency, Phila., to Walter S. Chittick Co., Phila., as copy director.

SAM MORSE Jr., Morse-Gleason Travel Agency, S. F., to Dancer-Fitzgerald-McDougall Inc., S.F.

TOM ABLES, director of public relations San Diego County Tuberculosis & Health Assn., to Phillips-Ramsey Co.


It's the Silver Jubilee on NBC!
NBC
WBEN

WBEN Congratulates NBC On 25 Years of Service To Buffalo and America

★ The first days of September are memorable in radio and television—the National Broadcasting Company was incorporated 25 years ago. WBEN went on the air 21 years ago and WBEN-TV began network service three years ago. During the Silver Jubilee of NBC, WBEN congratulates the network for supplying the world's finest programs of entertainment and information to the Buffalo area for two decades through WBEN.

★ NBC's formation in 1926 was an occasion that was to affect the lives and habits of the entire nation. Network radio provided the most immediate and intimate means of mass communication known to mankind. From a single microphone, listeners throughout America could receive entertainment and public service.

★ The Buffalo Evening News stations—with their own pioneering achievements in television, FM, ultra short waves and facsimile—are proud to have been associated with the NBC radio and television networks through years of service to Buffalo and the nation. A great radio season—with dozens of outstanding programs like The Big Show, Theater Guild and the NBC Symphony—is just beginning. Television's greatest year lies ahead. Most favorites are returning, many new shows have been added, and the Rose Bowl game features a topnotch sports schedule.

WBEN-FM · WBEN · WBEN-TV

The BUFFALO EVENING NEWS Broadcasting Stations

Sept. 15, 1951

THIS full-page ad in
The BUFFALO EVENING NEWS
re-affirms the pleasant
association of WBEN with NBC
that has been highly profitable
to listeners and advertisers,
too. Petry will give you
the details.

New Business

(Continued from page 11)

School Today on ABC radio, Sat. 10-10:15 a.m. on Sept. 22 only. Agency: Huber Hoge & Sons, N. Y.

P. LORILLARD Co., N. Y., (Old Gold Cigarettes), starts sponsorship of new quiz show, *Down You Go*, Louis G. Gowan production, Fri., 9-9:30 p.m., on DuMont TV Network, for 52 weeks. Agency: Lennen & Mitchell, N. Y.

MJB Co., S. F., (coffee, spices, rice), today (Sept. 24) expands three weekly sponsorship of *Chet Huntley and the News* on ABC Pacific Network to five times weekly, Mon. through Fri., 9:15-9:30 a.m. (PDT). Contract for 52 weeks. Agency: BBDO, S. F.

WILDROOT Co., Buffalo, to sponsor *The Shadow* on 535 MBS stations, starting Oct. 7. Contract for 52-weeks. Agency: BBDO, New York. Effective Oct. 13, company will sponsor Harry Wismer in five-minute football summary on ABC following ABC's *Game of the Week*, Sat. Agency: BBDO, N. Y.

DEPARTMENT OF NATIONAL DEFENSE, Ottawa (Army recruiting) Sept. 25 starts for 26 weeks *Voice of the Army Show* on 31 Dominion network stations, Tues. and Thurs. 7:30-7:45 p.m. Agency: Ronalds A Ltd., Montreal.

Agency Appointments • • •

J. C. PENNEY Co., N. Y., (chain stores), appoints Roy S. Durstine In N. Y., to handle all radio and TV activities.

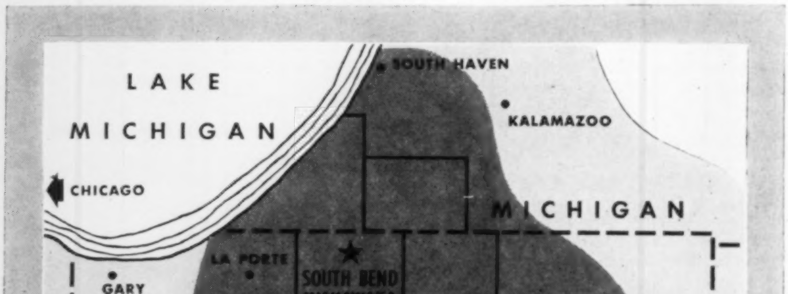
BORDEN Co., N. Y., (Hemo and Borden's instant hot chocolate), ap points Scheideler, Beck & Werner, N. Y., to handle advertising effecti Oct. 1. **INTERNATIONAL SALT Co.**, N. Y., names same agency f Sterling & Red Cross, table salt, Blusalt, Lixate process, Auger-Acti Rock Salt and corporate advertising.

HEALTH FOODS Assoc. of Southern California, L. A., cooperative grou of 137 retail health food stores, appointed Tilds & Cantz Adv., Holly wood to handle advertising. Local radio-TV spot campaign for late fa or early winter considered.

DYE HOME IMPROVEMENT Co., Detroit, appoints W. B. Doner Co., same city to handle advertising.

Adpeople • • •

G. C. POUND, executive vice president Kraft Foods Co., Chicago, electe president. He succeeds **JOHN H. KRAFT**, elected board chairma **JAMES L. KRAFT**, company founder and former board chairman, fil new post of chairman emeritus. **J. C. LOFTIS**, former southwest di vision manager of firm, named to posts as executive vice presiden director and member of Kraft executive committee.



WSBT IS THE BONUS BUY!

You get a big coverage bonus—and a rich one—with WSBT. In addition to the half-million people in the eight-county South Bend-Mishawaka trading area, there are a million *more* people in the primary area. This extra million spend nearly a billion dollars a year for retail purchases—*in addition to* the half-billion spent in the trading area alone. That's *bonus* coverage of *bonus* spending!

WSBT delivers bonus listenership, too. Every CBS show on WSBT enjoys a Hooper that's higher than the network average. For bonus coverage, bonus listenership, bonus sales, it's WSBT—the bonus buy!

WSBT SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

milestones

► WNLC New London, Conn., marked its 15th anniversary Sept. 13. The station claims many firsts, including the first live broadcast from a submerged submarine and, on the other extreme, an aerial description from a dirigible of a Yale-Harvard freshman race—said to be the first sports broadcast from lighter-than-air craft.

► Russell E. Offhaus completed his first year as assistant manager of WMRY New Orleans and his 21st year in radio on Sept. 4. Mr. Offhaus began his radio career in 1930 as an announcer for WEBR Buffalo.

► Sereno Smith, studio engineer for WGAR Cleveland, observes his 20th anniversary with the station this month.

► *Wisconsin School of the Air* came of age last Monday when it entered its 21st year of broadcasting. Series is made up of 10 weekly shows tailored for in-school listening by WHA Madison; WLBL Auburndale and the State Radio council FM network. Programs bring to thousands of Wisconsin school children lessons in music, art, literature, conservation, science, social science, news presentation and games.

► Special programs were aired last Tuesday by WSTC-AM-FM Stamford, Conn., on its 10th anniversary. Broadcast were *Popular Band Leaders of 10 Years Ago*, *Popular Songs of 10 Years Back*, and rebroadcast of the first helicopter mail delivery and arrival of carillon bells in New York City, two special events covered by the station in the past decade. Other shows including highlight sport events and an address by a local dignitary.

Here's a chance to—

WIN National Recognition for Your Merchandising Skill

WIN More Audience

WIN More Business

WIN a Valuable Prize

1ST PRIZE

A Plymouth Suburban Station Wagon

2ND PRIZE

An Ampex Model-400 console tape recorder

Next 5 PRIZES

Ekotape Model-111 portable tape recorders

HERE'S HOW TO WIN

The Purina Farm Radio Promotion Contest is open to every radio station in the United States that broadcasts a Purina Chow program for the Ralston Purina Company or for any of its Purina Chow dealers. All such stations, no matter how small or how large, have an equal chance to win.

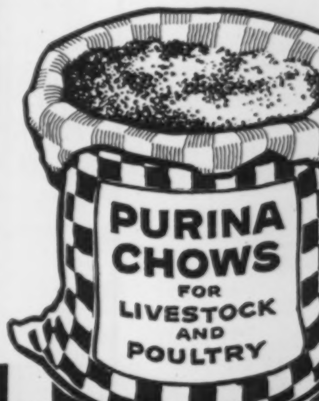
Prizes will be awarded to the stations which, in the opinion of the judges, have done the most consistent, effective and original promotion campaign on a Purina Chows program to attract farm listeners and to increase the selling power of the program during the period between October 1 and December 15, 1951. Full consideration will be given to the merchandising facilities available to each entrant.

Entries should be submitted in scrapbook form and should include samples of all newspaper ads, billboard copy, mailing pieces and courtesy announcements . . . photographs of window or lobby displays, dealer meetings and special stunts . . . reports on dealer and Purina customer contacts made during the contest period.

Entries should be sent to Mr. Maury Malin, Chow Advertising Manager, Ralston Purina Company, Checkerboard Square, St. Louis 2, Missouri. All entries must be postmarked not later than midnight December 15, 1951. All entries, and the ideas contained in them, will become the property of the Ralston Purina Company. No entries will be returned.

Judges will be Mr. Sol Taishoff, editor and publisher of Broadcasting magazine; Mr. Norman R. Glenn, editor and publisher of Sponsor magazine; Mr. Phil Alampi, president of the National Association of Radio Farm Directors; Mr. Gordon M. Philpott, vice president in charge of advertising for the Ralston Purina Company. The decision of these judges will be final. Contest subject to federal, state and local regulations.

Winners will be announced on or about February 1, 1952.



Helping Rural America Produce More . . . And Live Better . . . Since 1894

Like A Blanket!

WRC
MARYLAND
D.C.
VIRGINIA

WRC covers the entire Washington area at lowest cost per thousand listeners. We can prove it with up-to-date figures on spots, breaks and programs.

WRC outpulled all newspapers in four department store studies. That's proof of selling coverage.

To sell Washington you need WRC's blanket coverage.

FIRST in WASHINGTON
WRC NBC
5,000 Watts

feature of the week

STAVROS DEMOPOULOS of Orlando, Fla., was injured playing football for Wesleyan U. against Trinity in November 1947. The result: After four years' hospitalization, the young athlete remains a quadraplegic, having some use of his fingers but little other mobility.

A four-letter man in high school and voted the most popular boy in his class, young Demopoulos was determined to become a sports announcer. WORZ Orlando, through the Florida state rehabilitation program, has organized his home town to help Steve achieve that goal. Today the young man says he has had "wonderful luck."

WORZ tested Steve's voice and delivery and announced that he showed great promise. To help him surmount his confinement, the station and the people of Orlando plan to build a special, ultramodern broadcasting studio on the property of Steve's parents.

Researchers from Street & Smith's *Living for Young Homemakers* are cooperating to design the studio, which will call for touch-button control of everything from Steve's wheelchair to the ventilation system. Estimated cost is $50,000.

Starting with his own local show of predictions, reviews, and game results, Steve ultimately will be assigned to cover local high school games and the Washington Senators' spring training in Orlando.

Steve (center) tells his story on NBC's Jack Berch Show *with help of (l to r) Sammy Roen, WORZ promotion manager; Henry Hull Jr., director of show for Prudential Life Insurance Co. and Jack Berch.*

* * *

Cooperation with WORZ has come from sources beyond Orlando. Aid has been offered by Sportscaster Bill Stern, Steve's idol. His college fraternity (Chi Psi), his alma mater, and even Trinity—opponent in the fateful game—have held drives to help Steve.

The young man was flown to New York by WORZ for an appearance on the Jack Berch show Sept. 12. Facing a national radio audience, the future sportscaster quietly and modestly told the story of how he is overcoming his disability—through radio.

strictly business

Mr. CLANCY

A YOUNG salesman covering the West Coast for Miles Labs in 1931 was named to set up the Miles California Co. as an independent operation from the Elkhart (Ind.) firm. He was promptly endowed with the title of vice president and general manager.

"And I haven't had a promotion since!" an older Frank G. Clancy declares today.

The arrangement seems to have worked out pretty well, however, for both elements. In the 20 years that Mr. Clancy has been with the company the volume of sales has been increased 30 times.

At present, under protection of a 41-by-38-foot neon sign extolling benefits of the firm's Alka-Seltzer to downtown Los Angeles atop the Philharmonic Bldg. where he has his offices, Mr. Clancy supervises sales in the California area and advertising in the 11 western states for Alka-Seltzer and Miles' four other products, One-A-Day Brand Vitamins, Nervine, Tabcin

(Continued on page 44)

YOU JUST CAN'T ADD CATS
+
AND DOGS

AND GET THE RIGHT ANSWER FROM BMB FIGURES

The primary purpose of BMB statistics is to provide a basis for an accurate measuremen of *physical* coverage among radio stations.

When these figures are evaluated by a method that lets the element of *program popularity* creep in, the result can be a inaccurate and confusing as if you were to add cats and dogs together—in an effort to determine how many cats, and how many dogs, you had.

You are very likely to come up with figures that are unfair to many radio stations.

We have developed a method of evaluation that prevents such errors when dealing with BMB figures. It's sound, simple, easily applied.

May we tell you more about it?

Adam Young Inc

RADIO STATION REPRESENTATIVE
22 EAST 40th STREET • NEW YORK 16, N.Y.

NEW YORK • ST. LOUIS
CHICAGO • LOS ANGELES • SAN FRANCISCO

It's impossible...

Herb Williams

...as impossible as covering California's **Bonanza Beeline** with outside radio

OH
KFBK
KWG
KMJ
KERN

Make room for the Beeline on your schedule. That's a big, bulky market, you know — all of *inland* California plus western Nevada — with more people than Los Angeles . . . more buying power than Detroit . . . higher retail sales than Philadelphia.*

But don't expect to cover it with outside radio. You need *on-the-spot* radio. Because Beeline people are independent inlanders who seldom listen to outside stations. They prefer their own, *local* stations.

So to stow away the Beeline, use the five BEELINE stations. With all five, you cover the whole market. With each one, you blanket a major Beeline trading area. For example . . .

KOH RENO

Covers the 18-county, ¼ billion-dollar BMB area surrounding *Reno*—whose 16-county wholesale grocery trading area ranks 2nd in entire country in per capita food sales, with a quality index 53% above U. S. average. Has a BMB home-county total weekly audience of 86% daytime, 90% at night.

**Sales Management's 1951 Copyrighted Survey*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK
Sacramento (ABC)
50,000 watts 1530 kc.

KOH
Reno (NBC)
5000 watts, day; 1000 watts, night
630 kc.

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG
Stockton (ABC)
250 watts 1230 kc.

KMJ
Fresno (NBC)
5000 watts 580 kc.

WORLD

Is proud to join this great industry effort designed to reawaken the nation to the wonders of radio!

BY SENDING WO
RADIO PERSONALITI
OF RADIO WITH TH

"Listen - WH
THERE

HERE'S WHAT YOU CAN DO . . .

Let these top national radio personalities work with you to "Sell Radio" in your area. Use these announcements for station breaks, spot announcements, fill-ins, participating programs and every possible free moment that you have available on your schedule. Let this slogan appear in your newspaper ads, car cards, dash cards, window posters, window displays, on your letters and on your billheads. Let your sponsors know what you are doing to help promote radio service and to make their advertising more productive. Tell your advertisers about the top name personalities who are working with you in this campaign. Yes, remind everyone in your city of the value of radio by airing this message, "Listen—Wherever You Go . . . There's Radio!"

SELL RADIO AND YOU'LL SELL YOUR STATION!

THESE TOP NAME PERSON

THEY'LL HELP Y
SELL RADIO

Bud
Andr
Jame
Guy

-AFFILIATES A GREAT ARRAY OF NATIONAL
O RE-EMPHASIZE THE WONDERFUL SERVICES
ITAL MESSAGE . . .

REVER YOU GO...
RADIO !"

IT'S A NATIONAL MOVEMENT TO BUILD FOR THE FUTURE OF RADIO!

Here's what WORLD is doing!

World has obtained the cooperation of 16 top national radio personalities to make these forceful "Sell Radio" announcements and is making them available to all World-Affiliate stations. Typical of these announcements is, "Listen—This is Andre Baruch, Wherever You Go . . . There's Radio!"

World is including this vital message in every piece of promotion and advertising material that it produces including radio continuity, promotion pieces, direct mail, letters and stickers.

We at World feel that by re-emphasizing this message nationally it will truly reawaken the nation to the wonders and vital services that radio performs.

WITH YOU TO FURTHER THIS GREAT MOVEMENT.

- Roberts
- Herlihy
- bert Q. Lewis
- anny Ross
- Bud Collyer
- Andre Baruch
- James Melton
- Guy Lombardo

- Don Dunphy
- Buddy Rogers
- Bill Slater
- Norman Brokenshire
- Frank Gallup
- Ted Husing
- Jack Paar
- Bert Parks

WORLD IS BUILDING FOR RADIO TODAY
A RADIO FUTURE BRIGHT AND SOUND!

WORLD
PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York

XUM

NORTH CAROLINA IS 1 St.

North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.

More North Carolinians Listen to WPTF Than to Any Other Station.

and NORTH CAROLINA'S NUMBER 1 SALESMAN IS...

WPTF

also WPTF-FM

NBC AFFILIATE for RALEIGH, DURHAM and Eastern North Carolina

50,000 WATTS
680 KC.

NATIONAL REPRESENTATIVE **FREE & PETERS, INC.**

BROADCASTING
TELECASTING

Vol. 41, No. 13 WASHINGTON, D. C., SEPTEMBER 24, 1951 $7.00 A YEAR—25c A COPY

AUTO BUDGETS

Radio, TV Outlook Good Despite Cutback Talk

By FLORENCE SMALL

DESPITE the anticipated 50% cutback in auto production, radio and television are destined for increased patronage by the automobile manufacturers in exploiting their 1952 models.

This was the conclusion reached last week after a BROADCASTING • TELECASTING survey of current advertising planning within the automotive industry. Moreover, both spot and network are scheduled to benefit.

General Motors Corp. (Pontiac Division), which bought sponsorship of the *Red Skelton Show* for three broadcasts (Dec. 5, 12 and 19) on CBS Radio a fortnight ago [BROADCASTING • TELECASTING, Sept. 3], is meeting this week in Detroit with agency executives of MacManus, John & Adams, to take under consideration a heavy radio and television spot announcement campaign.

In addition Pontiac is also understood to be interested in picking up additional network participations similar to the Skelton show pattern in television as well as radio.

Packard's Participation

Another motor car manufacturer, Packard Motor Car Co., which has bought one-time participation on the Skelton program on radio, is conferring in Detroit with representatives of the Maxon Agency to consider a television network series. The agency, BROADCASTING • TELECASTING learned, has recommended a network TV campaign to be launched coincidentally with the '52 model introduction barrage.

Packard for the past two years had sponsored Don Ameche's *Holiday Hotel* on ABC-TV, Thursdays, but had been unhappy with the results of the program and so had dropped out this season, meanwhile transferring the account from Young & Rubicam to its present agency, Maxon, severing a 20 year association with Y&R.

The Dodge Division of Chrysler Corp., Detroit, has put aside its plans for sponsorship of the TV version of the *Mayor of the Town* and although it's a bit early for Dodge to make a definite decision, it was understood that another heavy spot schedule similar to that of last season is being contemplated.

On the other hand, Dodge dealers on a local level are using local sports programs to promote the cars. In Detroit the Dodge dealers are sponsoring the U. of Michigan games on WWJ; in Chicago the Northwestern U. games on WIND, and in Philadelphia the dealers are sponsoring *Bill Campbell Sports*, three times weekly on WCAU. Ruthrauff & Ryan, New York, is the agency.

Nash cars through its agency, Geyer Newell & Ganger, New York, will continue to co-sponsor with Kelvinator the *Teen Club* program on ABC-TV, Saturdays, 8-9 p.m. Further TV and radio advertising plans will be taken up in about 30 days, an executive of the agency reported.

Ford Program

Ford Motor Car Co., through J. Walter Thompson, New York, despite contrary reports, will continue sponsorship of its *Ford Festival*, starring James Melton on NBC-TV, Thursdays, 9-10 p.m. Ford will also consider additional advertising—possibly a heavy spot campaign—in about three or four weeks.

Lincoln Mercury cars will continue to sponsor the Ed Sullivan hour-long TV show, *Toast of the Town*, Sundays on CBS-TV. However, the dealers usually place a radio spot campaign on a local level and are expected to do the same this season. Kenyon & Eckhardt, New York, is the agency.

NETWORK PAYMENTS

NBC SPAC to Study

BLUEPRINT for solution of network radio's problems, particularly those engendered by the furore over television, will be bared to the NBC Stations Planning and Advisory Committee in a meeting in New York next week.

Including a number of alternate formulas for adjustment of network payments to affiliates, what is described as the first basic reappraisal of radio in 25 years has been submitted to a special economic study group of affiliates which will explore it further at a meeting in New York this Thursday and Friday.

The reappraisal, initiated when NBC cut its network radio rates earlier this year, has been considered in various forms by the special affiliates group at two highly secret meetings. It is deemed a potential forerunner to "far-reaching changes in NBC's economic structure" [CLOSED CIRCUIT, Sept. 10].

Whether the special committee—consisting of both network and affiliates' representatives and called the NBC Basic Economic Study Committee—will come out of its meeting with concrete conclusions appeared uncertain last week.

But whether this group reaches agreement or not, authorities said, NBC definitely plans to unveil the full study at the SPAC meeting, called for next Monday, Tuesday, Wednesday and possibly Thursday.

Details and developments in the reappraisal project have been guarded closely, but officials obviously are hopeful action may be initiated almost immediately after the SPAC sessions.

Some portions may be held up until the NBC convention at Boca Raton Nov. 28-Dec. 1. It is conceivable the entire project may be delayed until then, but NBC officials regard the latter possibility as remote.

Though prime station interest will center on the network's approach to rates and station compensation, the study is described as covering "all problems of network radio."

Other subjects being explored include radio values, sales policies and methods, network operations and programming.

Rate Cuts Unpopular

The network can find in recent history little encouragement that a downward adjustment in station compensation will win approval by the affiliates. When NBC first sought to make allowance for television by cutting nighttime radio rates in some 53 TV markets early this year, the affiliates sent up such a protest that the plan was shelved [BROADCASTING • TELECASTING, Jan. 8]. The NBC rate cut last May was made as a *fait accompli* over SPAC members' protests [BROADCASTING • TELECASTING, May 7].

NBC officials are known to feel that as a matter of normal business policy networks cannot afford—and will not allow themselves—to reach an economic level where substantial losses on network operations are incurred.

Networks will go out of business before they allow themselves to reach that state, it is felt. With income from network operations on the whole declining, to be made up out of profits from other corporate operations, it is thought new and invigorated approaches to selling may have to be devised.

These views, in the opinion of observers, will be reflected in the proposals advanced by NBC as a result of its basic study.

When the NBC Basic Economic Study Committee convenes this week, and the SPAC group the next, they will have the benefit of any new views that come out of the convention of the group which spearheaded the attack on radio rates in the first place—the Assn. of National Advertisers, which meets in New York starting today (see story, page 40).

The ANA's third study of radio values in TV markets, undertaking to show the effect of TV penetration, set off a fresh storm of controversy when it was issued earlier this month [BROADCASTING • TELECASTING, Sept. 10]. The third report is expected to play a big role in convention discussions.

The NBC Basic Economic Study Committee is composed, from affiliates, of Jack Harris, KPRC Houston, who is chairman of SPAC; C. Robert Thompson, WBEN Buffalo; Harold Essex, WSJS Winston-Salem, and Harry Bannister, WWJ Detroit. NBC officials who are members include the following, under executive vice president Charles R. Denny; Carleton D. Smith, vice president in charge of station relations; Hugh M. Beville, director of plans and research; H. T. Sjugren, NBC Radio Network controller; Norman Cash, director of radio station relations, and David Adams, assistant to the executive vice president.

XUM

CBS APPOINTS

Four to New Posts

FOUR new appointments—three of them in the Radio Division—were announced last week as the CBS Radio-TV divorcement continued.

New posts are for Kenneth L. Yourd as director of business affairs, network programs, CBS Radio Division; Martin N. Leeds as director of business affairs, Hollywood, CBS Television Division; John F. Meyers as director of business affairs, CBS Radio Division, Hollywood; and Anne Nelson, assistant director to Mr. Meyers.

Mr. Yourd, currently director of business affairs, network program departments, CBS Radio, Hollywood, is expected in New York shortly to assume his new duties. He joined CBS in 1941 as Washington attorney and assistant director of the Washington office. After wartime service as a lieutenant in the Navy, he returned to CBS as senior attorney and assumed his Hollywood position in 1949.

Mr. Leeds joined CBS in 1947 as business manager of the network program department, Hollywood. He has held his present post, that of associate director of business affairs, since 1949. Prior to his joining the network, he was an industrial and human relations consultant on both coasts.

Mr. Meyers joined CBS in January in his present capacity, assistant, business affairs, network program department, Hollywood, having been an artists' representative with MCA since 1948. He served four years as a Navy communications officer, and was educated at Cornell U. and UCLA.

Mrs. Nelson, his assistant, has been associated with CBS since 1945. Previously, she wrote and researched for the syndicated cartoon "Strange As It Seems" and reported for *Mademoiselle* Magazine and the *Pasadena Star-News*.

Y&R RAISES THREE

Finishes Reorganization

YOUNG & Rubicam, N. Y., has promoted three of its executives, thus completing the department's reorganization to meet the growing demands of the industry.

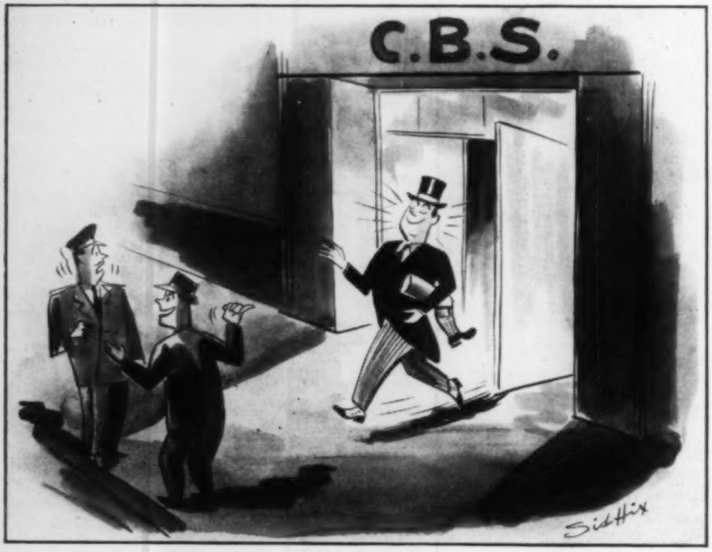
The three are Dave Miller, vice president and general counsel, who was named director of operations; David Levy, vice president, appointed executive assistant to Evarard W. Meade, vice president and director of the radio and television department, and Rodney W. Erickson, supervisor, who was named manager of contact service, a newly created service.

Mr. Miller's new responsibility will include business and production budget control of radio and TV operations. Mr. Erickson will act as liaison between radio and TV department and the account executive and supervisors representing the various clients of the agency.

Other recently announced changes in the department were the appointment of Nat Wolff as vice president in charge of radio and television production; George H. Gribbin, vice president, as head of the TV commercial department, and William J. Colihan Jr., as manager of the department.

'Bright Star' Sales

FREDERIC W. ZIV Co. added 29 sales to its list of contracts for *Bright Star*, new transcribed radio series starring Irene Dunne and Fred MacMurray, during the fifth week of promotion, bringing total sales to 315, company announced last week. All contracts so far are on a 52-week basis, including sales in 34 of 95 major markets. Radio stations, brewers, utilities, food products, and automobile dealers, in that order, continue to be heaviest buyers. First broadcast of series is slated for the end of September.



Drawn for Broadcasting • Telecasting by Sid Hix

"Look Mike, another advertiser has just bought a piece of Red Skelton!"

AN ANNOUNCEMENT

Telecasting Yearbook—first in the field—will appear early next year—under the imprimatur of Broadcasting • Telecasting.

It will be the companion to Broadcasting Yearbook, published since 1935 and universally accepted as the standard reference volume on every aspect of the business of broadcasting and allied fields.

Telecasting Yearbook will be edited by the same staff that produces the weekly Broadcasting • Telecasting, the Broadcasting Yearbook and the Broadcasting • Telecasting Marketbook. All are published by Broadcasting Publications Inc.

The new Telecasting Yearbook will follow a format paralleling that of Broadcasting Yearbook. The spectacular emergence of television broadcasting and the impending lifting of the freeze on new construction motivated the decision to produce for the video medium its first annual publication.

Compilation of the extensive data for the two Yearbooks already is under way.

With the separation of the editorial content of the Broadcasting • Telecasting Yearbook, Broadcasting Yearbook will be produced as an authoritative and complete compendium of facts in the aural broadcast field. Where there is overlap with television, both areas will be covered.

The Telecasting Yearbook will be an encyclopedia of information covering the video art from its beginnings. Every noteworthy fact or figure affecting the medium and the people who make it will be documented. Overlaps into the aural broadcasting sphere also will be included. Like the Broadcasting Yearbook, it will contain all-inclusive data heretofore unavailable from any single source.

Among features in Telecasting Yearbook will be an advertising analysis for 1951, showing time sales, sources of advertising revenue and comparison with past years, segment business breakdowns, allocations tables, pending applications, ownership data, basic rate structures and, in fact, everything the buyer or seller of video time or service needs in the conduct of his affairs.

Departments will include directories of advertisers and advertising agencies placing television time; lists of TV stations by channel assignments and call letters; complete station and network directories; national representatives; program and production services; directory of film services; list of equipment manufacturers; FCC rules and regulations affecting TV; chronology of television; audience analyses; receiving set circulation, and all other useful data.

All present subscribers to Broadcasting • Telecasting magazine whose subscriptions are paid through Dec. 31, 1951, and those subscribing to the magazine before Nov. 1, 1951, will receive both the Broadcasting and Telecasting Yearbooks at no additional charge.

New subscribers after Nov. 1, 1951, will continue to receive 52 weekly issues of the magazine at the regular $7 annual subscription price and will be entitled to either or both Yearbooks at a price of $2 each, to be paid at the time of subscribing.

Additional copies of the Broadcasting and Telecasting Yearbooks will be available at $5 each.

Advertising rates and mechanical requirements remain unchanged for the Yearbooks and for the regular issues, despite steadily increasing circulation, all of it on a fully-paid basis.

SOL TAISHOFF

EDITOR AND PUBLISHER

Industry Interest in Program Research Increases

ONCE more the question of which audience rating is better, if any, is becoming a focal point of broadcaster attention. A fortnight ago a projected industrywide coverage service was announced by the new Standard Audit & Measurement Services Inc. [BROADCASTING • TELECASTING, Sept. 10]. Now interest is being revived in the plan to evaluate merits of different types of program measurements. On top of that, a new type of quick and automatic Radox measurement has been announced.

RADOX

RADOX system of instantaneous audience measurement by use of an electronic device has been redesigned to give stations and clients a new type of "understandable service," according to Albert E. Sindlinger, president of Sindlinger & Co., Ridley Park, Pa.

The new service "will place broadcasting competitively on a cost/thousand basis with other media, and eliminate the confusion of 'ratings'—what they mean or how to interpret them," Mr. Sindlinger said. Gathering its information from a projectable "probability" sample, he explained, the new Radox service will produce circulation (number of homes) figures.

"The basic report, to be paid for by stations, will be issued quarterly, with weekly supplements," he continued. "The report will show one simple figure — the number of cumulative homes tuned in to each station, by time periods. A fifth week report, for example, would show the total number of cumulative homes tuned to each station for the five weeks; a sixth report, the total cumulative for six weeks, etc. A new report would start each quarter or every 13 weeks."

Mr. Sindlinger declared the new Radox tabulator "will show an instantaneous and simultaneous visual indication' of the size, number of homes, 'share' of audience by each station, and 'flow' of audience to each program as tune-ins and tune-outs occur. The visual indicator will be located in each broadcasting studio.

Watch on Air

"The indicator resembles old-type Western Union stock tickers," he said, adding, "Thus a Radox client station can watch his own and competitive programs as they are on the air or study them from the basket the next day.

"The tape will show time of day, number of homes tuned in at that time, call letters of each station and share in percent of the number of homes tuned in at that time," he said.

Mr. Sindlinger announced the British Patent Office in London has issued patent No. 659,108 to Comdr. Harold R. Reiss, inventor of Radox, for the Radox system as it was operated by Sindlinger & Co. for two years.

Preliminary call for trial in the $1½ million dollar suit brought by Sindlinger & Co. against C. E. Hooper Inc. and A. C. Nielsen Co., has been listed for October by the U. S. Court for the Eastern District of Pennsylvania, according to Mr. Sindlinger.

Also a plaintiff in the long-pending suit, originally filed March 1950, is Electronic Radox Corp., instantaneous electronic audience measurement system. Initially the suit asked $2½ million in damages but later was scaled down. Charges are: Illegal use of confused patent situation, interference with investors and potential clients, monopolistic practices and restraint cf trade.

According to Mr. Sindlinger, the suit asked the court to declare invalid alleged contracts signed by the defendants and to enjoin them from "any and all acts designed or intended to monopolize."

The Radox measurement system, which operated in Philadelphia for two years, suspended operation in September 1950 because of a lack of funds.

HOOPER

RETENTION of Matthew N. Chappel, head of the Dept. of Psychology at Hofstra College, by C. E. Hooper Inc. to find "how and why 'method' is responsible for . . . 'major differences between Pulse and U. S. Hooperatings" drew endorsement last Wednesday from a group of San Francisco area broadcasters.

The move is C. E. Hooper's answer to the question posed in 1950 by KJBS San Francisco: Which of two umpires shall radio advertisers believe, Pulse or Hooper?

As a result of the query, the NARTB appointed a test committee, headed by Dr. Kenneth Baker, to evaluate the two rating systems. The committee, which disbanded itself this spring, suggested a new study of measuring techniques be made for about $140,000.

The action was endorsed Wednesday by the group of broadcasters meeting in San Francisco with Mr. Hooper. They reviewed the local coverage situation, which aroused nationwide interest with publica-

(Continued on page 38)

MBS-MGM PLAN

Advisory Board Supports

MUTUAL was looking last week to its new program production alliance with Metro-Goldwyn-Mayer [CLOSED CIRCUIT, Sept. 17] to bolster both its evening programming and its coffers.

The plan, approved unanimously by the Mutual Affiliates Advisory Committee last week, but subject yet to endorsement also of affiliated stations, calls for MGM Radio Attractions to provide six hours of "Star Entertainment" a week for Mutual's evening schedule, starting in November and continuing at least through 1952.

Three of the six hours will be offered for sale by MBS affiliates locally and three will be available for multiple sponsorship on a network basis comparable to the "Pyramid Plan" of ABC and the "Operation Tandem" of NBC. There appeared little doubt that the number of hours to be provided by MGM would be expanded if the initial venture proves successful.

Best of Stars

MBS said the plan means that "the best of MGM's outstanding array of Hollywood stars would be heard on the MBS evening schedule."

The six hours will consist of 10 programs—eight new half-hours and two new full-hours—to be distributed through Mutual's Monday-through-Saturday evening schedules. Tentatively, the times are 8-9 p.m., Monday through Friday, and 8:30-9:30 p.m., Saturdays.

Program specifics have not been determined, but it was understood that reasonably expensive productions are contemplated, probably running to a total of $2.5 to $3 million in value. Income from new shows financed jointly by Mutual

(Continued on page 38)

AMONG members of the MBS Affiliates Advisory Committee are (seated, l to r) Franz Robischon, KBMY Billings, Mont.; Grover Cobb, KVGB Great Bend, Kan. (secretary); John Cleghorn, WHBQ Memphis; Victor Diehm, WAZL Hazleton, Pa.; Gene Cagle, KFJZ Fort Worth (chairman); James Murray, KQV Pittsburgh (vice chairman); Jack Younts, WEEB Southern Pines, N. C.; Fred Wagenvoord, KCRG Cedar Rapids; Hugh O. Potter, WOMI Owensboro, Ky. (Standing, l to r) E. J. McKellar, KVOX Moorhead, Minn.; Rex Howell, KFXJ Grand Junction, Col.; Fred Fletcher, WRAL Raleigh; J. Porter Smith, WGRC Louisville. Committee members not in photograph include Bob McRaney, WCBI Columbus, Miss., and George Hatch, KALL Salt Lake City.

NETWORKS BACK BAB

All Four Belong

ADDING an approximate $172,000 in dues for the industry's promotion of radio, all four national radio networks as well as their owned-and-operated stations have now signed for membership in Broadcast Advertising Bureau Inc. [CLOSED CIRCUIT, Sept. 17].

Announcement, made Tuesday by Charles C. Caley, BAB Finance Committee chairman and vice president of WMBD Peoria, Ill., came after a long series of meetings among BAB President William B. Ryan, Executive and Finance committees, and network executives.

NBC and CBS and their owned-and-operated stations have been active members since April 1, and all stockholder station in Mutual but one also had signed previously.

Network memberships will be listed as of Aug. 1, however, and will run for one year.

MBS president Frank White meanwhile issued the following statement:

"The progress which BAB has made from its inception has been followed closely by MBS. Concentrating as we do exclusively in the field of AM radio; Mutual has a very real interest in the future of radio as an advertising medium. We feel, therefore, that it is both a privilege and an obligation for Mutual to lend its tangible support to the growing activities of BAB.

"By so doing, we believe that we can help BAB reaffirm and make more generally known the many special advantages which radio offers to advertisers all over America. Thus we are performing not only a service to ourselves, but to our 545 affiliates in all 48 states as well. Speaking for Mutual, I feel sure that under the leadership of Bill Ryan, BAB will increasingly promote wider recognition and understanding of radio as a compelling, low-cost and highly productive advertising medium."

GARGAN SIGNED

For NBC Radio, TV

NBC has announced signing of William Gargan for an exclusive acting and producing contract for both radio and television. It was reported unofficially that the contract involved a million dollars for five years.

New weekly radio series—with a TV version scheduled to follow shortly—of *Barrie Crain, Confidential Investigator* will star the actor starting Wednesday, Oct. 3, from 10-10:30 p.m. EST. Video version will probably be seen Tuesday, 11-11:30 p.m. EST.

Mr. Gargans contract also calls for four radio and four television guest appearances. His first for radio was on NBC's *The Big Show*, taped in Paris yesterday (Sunday) for later broadcast in the U. S. The actor did a take-off of his "private-eye" characterizations, opposite mistress of ceremonies Tallulah Bankhead.

The network also is considering a five weekly radio and television series for Mr. Gargan to be aimed at correcting juvenile delinquency. Currently in Europe for *The Big Show* performance, Mr. Gargan will tour Italy, Spain and Portugal before returning to New York in early October.

SCBA Promotion

INITIAL eastern showing of the Southern California radio promotion presentation will be made today (Monday) for newsmen at BAB headquarters in New York. Prepared as a cooperative venture by Southern California radio stations to show that radio there is livelier than ever, despite TV competition, the presentation will be shown by Robert J. McAndrews, managing director of Southern California Broadcasters Assn. It will open an eastern drive which will include showings to advertisers and agency executives in a number of major markets.

$5 MILLION TO NBC

Signed in Two Days

NBC NETWORK signed up more than $5,000,000 in radio billings in two days last week, John K. Herbert, vice president and general sales manager reported.

"The rush of new business as the fall season gets under way again points up radio's economy, efficiency, and flexibility as the nation's No. 1 advertising medium," he said. "Radio continued to deliver the greatest audience at the lowest cost."

New business signed by the network included:

Philip Morris Co., through Biow Co., N. Y., will present Eddie Cantor in a new half-hour radio show Sunday evenings at 9:30 p.m. starting Oct. 14.

General Foods Corp., through Benton & Bowles, N. Y., will sponsor a new half-hour, weekly radio show starring Roy Rogers, to begin Friday, Oct. 5, at 8 p.m.

Colgate Switches Two

Colgate-Palmolive-Peet Co. will move two shows to NBC from CBS Oct. 15. They are *Strike It Rich* from 11-11:30 a.m. and *King's Row* from 11:30-11:45 a.m., both Mon.-Fri. William Esty Co., N. Y., is the agency.

Liggett & Myers Tobacco Co., through Cunningham & Walsh, N. Y., and Whitehall Pharmacal Co., a division of American Home Products Corp., through John F. Murray Agency, N. Y., has signed for participation in NBC's *Operation Tandem* this fall. They will sponsor the 7:30-8 p.m. portion of *The Big Show* starting Sunday, Sept. 30; *Mr. Keen* at 8:30 p.m. Thursdays starting Oct. 4; and a new program starring Dean Martin and Jerry Lewis at 8:30 p.m. Fridays starting Oct. 5.

In addition to the new shows which made the $5 million total, NBC got renewals on 11 other network programs from eight advertisers. They include:

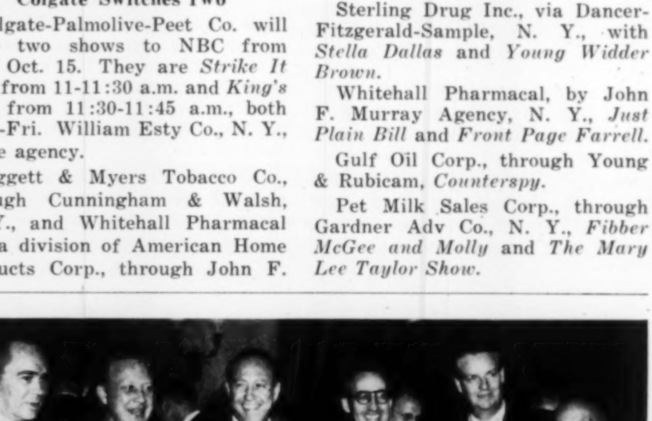
Assn. of American Railroads, through Benton & Bowles, N. Y., *The Railroad Hour.*

Sterling Drug Inc., via Dancer-Fitzgerald-Sample, N. Y., with *Stella Dallas* and *Young Widder Brown.*

Whitehall Pharmacal, by John F. Murray Agency, N. Y., *Just Plain Bill* and *Front Page Farrell.*

Gulf Oil Corp., through Young & Rubicam, *Counterspy.*

Pet Milk Sales Corp., through Gardner Adv Co., N. Y., *Fibber McGee and Molly* and *The Mary Lee Taylor Show.*



CBS introduced its new top executive entourage to Washington officialdom at a Carlton Hotel cocktail party, Monday, Sept. 17. Approximately 300 legislators, administration officials, jurists and newsmen were on hand to welcome CBS Television President J. L. Van Volkenburg and CBS Radio President Howard S. Meighan. (l to r) Mr. Van Volkenburg; Frank Stanton, CBS president; William S. Paley, CBS chairman; Joseph H. Ream, CBS executive vice president; Mr. Meighan; Earl H. Gammons, CBS vice president in charge of Washington. In background between Messrs. Ream and Meighan is Presidential press-radio secretary, Joseph Short.

ABC SELLOUT

Morning Time All Gone

ABC Radio hung a sold-out sign over its complete Monday-through-Friday morning schedule last week following sale of the 11-11:15 a.m. segment to Lever Bros. for its *Lone Journey* serial, effective Oct. 1.

"Every minute of every morning, Monday through Friday, is SOLD OUT," the network proclaimed Thursday in one of its series of "America Is Sold on ABC" newspaper advertisements.

The solidly-sold morning segment totals 17 hours 55 minutes per week, extending from 8:55 a.m. to 12:30 p.m.

Lever Signs 'Journey'

Lever Bros. will use the *Lone Journey* program — formerly on CBS—to promote its Surf and other products. It is its first show on ABC. The sale was handled through N. W. Ayer & Son, New York.

With the ABC purchase, Surf's advertising budget reportedly is being rearranged, with a portion of its national spot budget to be curtailed.

ABC said the sale would make its morning schedule from 8:55 to 12:30 line up as follows, Monday through Friday:

8:55 to 9—"Inside News From Hollywood," sponsored by Hazel Bishop, Inc.

9 to 10—"Don McNeill's Breakfast Club," with General Foods renewing first quarter-hour on expanded basis effective Oct. 1; 9:15 to 9:45 sponsored by Swift & Co., and 9:45 to 10 by Philco Corp.

10 to 10:25—"My True Story," by Sterling Drug.

10:25 to 10:30 — "Edward Arnold, Story-Teller," by General Mills.

10:30 to 10:45—"Betty Crocker Magazine of the Air," by General Mills.

10:45 to 11—"Against the Storm," by Philip Morris & Co., effective Oct. 1.

11 to 11:15 — "Lone Journey," by Lever Bros., effective Oct. 1.

11:15 to 11:30—"When A Girl Marries," by Instant Maxwell House Coffee, effective Oct. 1.

11:30 to Noon—"Break the Bank," by Bristol-Myers Co. three days a week and Philip Morris & Co. on two.

Noon to 12:15—"Jack Berch Show" by Prudential Life Insurance Co. of America.

12:15 to 12:30—"Victor H. Lindlahr," by Serutan Co.

WJEJ Adds ABC

WJEJ Hagerstown, Md., becomes an ABC affiliate effective Oct. 1 but will continue to share affiliation with MBS. Move was made to replace WARK Hagerstown, former ABC affiliate, which will join CBS Oct. 1 [BROADCASTING • TELECASTING, Sept. 17].

RTMA SPORTS PLAN

Television Fund Projected

RTMA members moved last week to explore the prospects of meeting theatre TV's competition for sportscasts, with implications that the study should extend to the question of soliciting a special fund to bolster the bidding on behalf of home TV.

This was a highlight of three days of RTMA committee and board sessions in New York, which also saw these developments:

● Work on a "composite," compatible color TV system by the National Television System Committee has reached a point where field-testing can be started almost immediately, it was reported, and development of the system is expected to be sufficiently advanced by Jan. 1 to permit a request to be filed for FCC consideration. Whether such a request would be filed by NTSC, by RCA, or by some other entity was not indicated (see color stories page 69).

● Recognizing that radio-TV set production and sales are lagging and that military orders are not yet taking up the slack, RTMA took steps to bring military prime and sub-contractors closer together by providing a clearing house to aid in finding subcontractors.

● RTMA President Glen McDaniel disclosed he has asked the Federal Trade Commission to postpone its scheduled Sept. 26-28 Radio-TV Industry Trade Practices Conference until Nov. 5, to give industry more time to study FTC's proposals.

● The RTMA Advertising Committee named David H. Grigsby, of Zenith Radio Corp., to head a subcommittee to cooperate with the NARTB FM Committee in promotion of FM. Promotion, including both FM broadcasts and FM set sales, will be done at the local level, probably in about three test areas at the outset.

● The Tube Division set up a special committee on critical materials, to act as liaison with the National Production Authority to secure allocations of materials for the tube industry.

● Plans were made for renewed efforts to increase RTMA membership (which reached 329 after the addition of four companies during the meeting).

● President McDaniel was authorized to employ a staff assistant to work full-time on coordination of industry efforts toward solution of set servicing problems, while the Set Division's executive committee voted to establish a special committee to investigate current service practices and policies.

● The board accepted an invitation of the RTMA of Canada to hold a joint meeting April 24-25 at Niagara Falls, Ont.

The move to seek ways of countering theatre TV's inroads on sportscasts—an increasingly sore spot with home TV set owners and a target of loud protest also in Congress— was requested by the Set Division's executive committee

(Continued on page 100)

AM-TV BLACKOUT

Get Scrutiny Of Justice

RADIO-TV blackout of the Robinson-Turpin boxing match and the emergence of so-called closed circuit theatre telecasts have commanded the attention of the Dept. of Justice, a member of Congress revealed last week.

Rep. Pat Sutton (D-Tenn.) told reporters he has asked the department to explore the anti-trust implications in contracts negotiated by fight and other promoters which deprive the public of home telecasts. The Justice Dept., adhering to usual custom, had no comment.

He issued his statement while both the Senate and House were still ringing from a flurry of protests demanding a broad probe of sports, with particular emphasis on limited boxing telecasts [BROADCASTING • TELECASTING, Sept. 17].

Developments were hanging fire in:

(1) The Senate Interstate & Foreign Commerce Committee, to which was referred a resolution (S Res 208) authored by Sen. Robert C. Hendrickson (R-N. J.). Chairman Ed C. Johnson (D-Col.) of the Senate Commerce Committee said hearings may be held "but not for some time." Sen. Hendrickson had also called on the FCC and Federal Trade Commission for advice on potential legislation to curb limited telecasts.

(2) The House Rules Committee, which bided its time on a proposal by Rep. L. Gary Clemente (D-N. Y.). Under this resolution (H Res 412) a select committee of seven House members would be created to probe all sports—baseball, boxing, football, racing, etc.—and determine, partly, "whether or not the people of the United States are being denied by unreasonable restraint the viewing of sports events on television or motion picture."

The committee failed to act earlier in the week on the possible inquiry. It was scheduled to meet again last Friday in executive session and make its decision. Chairman Adolph Sabath (D-Ill.) flatly predicted it would be approved.

Rep. Sutton said he urged the Justice Dept. to make the study on grounds that "anything in interstate commerce is subject to regulation by the government." He said he had conferred with representatives from the FCC and discussed ways of permitting millions of TV viewers to see "such major attractions." FCC has scheduled a hearing which will touch on the scope of theatre TV for Nov. 27.

Rep. Sutton expressed hope that the House Interstate & Foreign Commerce Committee will "go into the matter in detail." Whether hearings would be held by the proposed seven-man select committee or by the former group was not ascertainable late Thursday.

GAMBLING DATA

Coy, Justice Dept. Heard

LUKE-WARM support of a proposal to ban radio, television and other communication transmission of certain gambling information before horse race events was tendered, with reservations, to the Senate Interstate & Foreign Commerce Committee last week by FCC Chairman Wayne Coy.

Mr. Coy appeared before the committee during hearings on four anti-gambling bills, including two bearing directly on radio broadcasting. Sessions were held Wednesday, Thursday and Friday under the chairmanship of Sen. Edwin C. Johnson (D-Col.).

The bulk of Chairman Coy's testimony was devoted to a bitter attack on an alternate licensing plan drafted by the old Senate Crime Investigating Committee and supported by the Dept. of Justice. The recommendation is contained in a bill (S 1563) which would require licensing "of certain persons engaged in the dissemination of gambling information," particularly race wire services. Radio-TV stations are expressly exempted.

In obvious reference to previous Justice Dept. testimony, Mr. Coy said that the licensing plan would be "inappropriate" and "ineffectual" and impossible to enforce.

He declared:

"The implication has been that, because the FCC has opposed the licensing procedure and suggested that interstate transmission of all gambling information be treated as a violation of the law, we are unwilling to exercise our responsibilities.

"We feel very keenly about it. But we're being pilloried as a Commission shirking its responsibilities. The usual charge is that we strain at the law at ways and means of hailing people before us."

In stating his views, Chairman Coy noted that the entire Commission "with one exception" is in "general agreement with" his position. The views of Comr. Frieda Hennock, he explained, were outlined in her dissent last August.

Justice Dept.-FCC Compromise

The Johnson version is a revival of a measure (S 3358) reported by the committee last year as a compromise between Justice Dept. and FCC views. It would make it a crime to transmit "bets or wagers, the scratches, jockey changes, weights, probable winners, betting odds or changes" prior to a horse or dog racing event.

"No person operating any such radio station shall knowingly permit the broadcasting of any gambling information," nor would any person be permitted to use station facilities.

How long the hearings would extend was not known late Thursday. Sen. Johnson thought it possible the committee may start working on the final draft of recommended legislation sometime this week. He declined to comment on his own sentiments on what tack the committee will take.

"We will want to have Mr. Coy return and give us his own opinions before the committee prepares the final draft," he told BROADCASTING • TELECASTING Thursday.

The FCC chairman had notified the Senator Wednesday he would be out of town (last) Friday and Monday and Tuesday of this week. Sen. Johnson indicated Mr. Coy will be recalled as the last witness.

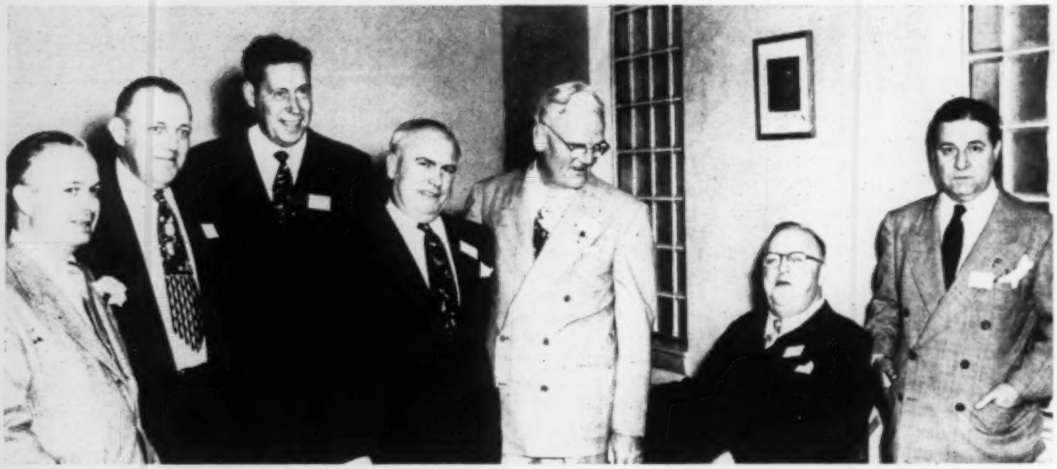
Sens. Herbert O'Conor (D-Md.) and Estes Kefauver (D-Tenn.), who each served a term as chairman of the old Senate Crime Investigating Committee, were to testify Friday. They were expected to present their views on all pending legislation, including licensing and lottery proposals of which they were co-authors.

Thursday's hearing featured testimony from W. W. Semingsen, assistant vice president, Western Union; John Hanselman, assistant vice president, AT&T; Spencer L. Drayton, Thoroughbred Racing Assn.; two attorneys, J. Bond Smith and Robert Stinson; and Ray Frank, solicitor, U. S. Post Office Dept. Sen. O'Conor sat in during most of the session, but did not broach radio or TV broadcasting.

"The reservations" attached by Mr. Coy were that S 2116 (1) would not affect "widespread gambling operations" on sports events other than horse and dog racing, and (2) would not restrict transmission of prices paid on the winner. Under S 2116, broadcasts or telecasts of actual events would be permitted. The Commission had

Continued on page 88)

XUM



ATTENDING formal opening of the new quarter-million dollar building of KCMO Kansas City, Mo., are (l to r) E. K. Hartenbower, KCMO general manager; Dean Fitzer, manager, WDAF Kansas City; Karl Koerper and George Higgins, vice presidents, KMBC; Tom L. Evans, president, KCMO; Roy Roberts, president, *Kansas City Star*, and Arthur Wahlstedt, first vice president and assistant general manager, *Kansas City Star*.

COST FORMULA

Substitute Plan Stirs Hassle

A NO-HOLDS-BARRED fight was shaping up in the Senate last week over the administration's attempt to substitute its own blueprint for allowing manufacturers to base selling prices on increased advertising and other costs since the start of the Korean conflict.

Even before the controversial plan reached the floor of the upper chamber—the Senate Banking & Currency Committee approved it last Thursday — battle lines were being drawn that foreshadowed bitter Senate debate this week.

Crux of the wrangling behind committee scenes that raised Senatorial blood pressures is the celebrated Capehart formula which would allow manufacturers and processors to apply advertising and other costs, from the start of the Korean war to July 26, to the price of their finished products. The formula was written into the Defense Production Act earlier this year.

Aside from anti-administration forces, industry also is certain to take a dim view of the committee amendment which critics charge would give the President loose power over advertising budgets and, indirectly, control over media. The National Assn. of Manufacturers sharply criticized it.

In answer to these charges, here is what the committee's own counsel says the new version, if enacted, will do.

- Pave the way for a Presidential directive which would set the amount of allowable costs for advertising, selling, labor, etc. on an industrywide basis, rather than on the basis of individual manufacturers.
- Restrict the number of manufacturers and processors who could apply for price boosts on grounds that their costs have increased since June 24, 1950.
- Require applicants seeking upward adjustments to show "financial hardship."

The latter term was not defined and the bill as prepared merely states that "such adjustment shall be made . . . to the extent necessary to remove such financial hardship."

Committee sources reported privately their own feeling that this is being interpreted by the Office of Price Stabilization as meaning those firms "which are losing money." That was the opinion, too, of Sen. Homer Capehart (R-Ind.), who fathered the formula.

They added that it would be left to the President's discretion to issue an industrywide rate of "allowable" costs for each of the categories, viz., advertising, selling, distribution, administration, etc. No longer would it be mandatory for the administration to grant price boosts to individual manufacturers, as provided under the Capehart amendment.

Here is the text of the amendment, which will be reported by the committee early this week:

> The adjustment for increases or decreases in costs . . . shall include adjustment for changes in necessary and unavoidable costs, including all labor, material and transportation costs and a reasonable allowance, as determined by the President, for changes in other necessary and unavoidable costs, including selling, advertising, office and other production, distribution and administration costs, which he finds are properly allocable to the production and sale of the materials sold by the manufacturers and processors or the charges for industrial services. The President shall make appropriate provision for adjustment (where) ceiling prices result in financial hardship . . . such adjustment (to be) made . . . to the extent necessary to remove such financial hardship.

Both the Capehart amendment and the new version retain the same periods of time—the base period between Jan. 1, 1950 and June 24, 1950, inclusive, for which the highest price is taken, and costs dating from the period June 24, 1950, to July 26, 1951, which are added to the highest price.

The amendment is contained in a new bill (S 2092) offered by Sen. Burnet Maybank (D-S.C.), chairman of the Senate Banking Committee [BROADCASTING • TELECASTING, Sept. 10]. The actual work was done by a subcommittee under Sen. A. Willis Robertson (D-W. Va.) who claimed it would provide all firms with "fair and reasonable profits on any general price regulation issued after this time."

The bill, he added, "merely seeks to give the right to reasonable profits . . . if they are making fair and reasonable profits, it is not unreasonable to ask manufacturers to make some cost absorption in certain fringe items."

Capehart Protests

Sen. Capehart had other ideas, however. He protested that the bill could be interpreted as repealing his amendment as far as present ceilings are concerned. In a committee vote of 9-4 for the substitute, Sen. Capehart aligned with Sens. Andrew F. Schoeppel (R-Kans.), Everett M. Dirksen (R-Ill.) and John W. Bricker (R-Ohio.) to fight it. Two GOP members joined with seven Democrats to push it through.

Senatorial tempers smarted during a committee session in which the amendment was approved. Sens. Capehart and Blair Moody (D-Mich.) clashed verbally and, as a result, the former stalked from the committee room. Sen. Moody, backing President Truman,

(Continued on page 80)

770 KC SHOWDOWN

KOB-WJZ Ruling Near

SHOWDOWN on the 10-year-old 770 kc impasse between KOB Albuquerque and WJZ New York seems to be near.

Statements filed with FCC last week by both parties indicate that the Commission staff is on the verge of sending its recommendations to the FCC.

The statements followed two meetings with the staff during the past eight weeks. The meetings were held after the U. S. Court of Appeals had reversed an FCC order extending KOB's special service authorization to continue operating on 770 kc [BROADCASTING • TELECASTING, July 23].

The court also had remanded the case to the FCC for action. In its opinion, the court said, "we can provide a remedy against inaction; we can direct the Commission to exercise its discretion in accordance with law."

The case goes back to 1940 when KOB was granted 50 kw on 1180 kc as a Class I station. The following year, this frequency was deleted from U. S. assignments under the first NARBA convention, and the FCC proposed to assign KOB to 1030 kc as a Class II station. This was opposed by WBZ Boston operating on that frequency as a Class I-A station. The Commission revised its proposal to provide for a directional antenna and in 1941 it licensed KOB on 1030 kc.

Move to 770 in '41

However, in October 1941, the FCC changed KOB's assignment to 770 kc under a special service authorization on the grounds that the station would have less interference then on 1030 kc. WJZ New York did not protest when it was assured that the move was temporary.

Early in 1944 the FCC began its clear channel case and put the KOB-WJZ case in the pending files until that case was completed.

That was the situation until ABC appealed the FCC's extension of KOB's special service authorization for 770 kc (50 kw day, 25 kw night) in December 1949.

In its statement last week, KOB reiterated its demand for permanent authorization on 770 kc as a Class I station. It feels that the FCC staff favors its assignment to 1030 kc, and protests that solution was found unfavorable by the FCC in 1940, its statement read.

ABC supports the 1030 kc solution, its statement said, but if the FCC is thinking of a 770 kc solution, it must also consider every other Class I-A wavelength.

PRESS AWARDS

Made by WHCU, RRN

AWARDS for "Press Leadership" were to be presented Saturday night to nine of the 110 New York state and northern Pennsylvania weekly newspapers which cooperate with Cornell U.'s WHCU Ithaca and the 13-FM-station Rural Radio Network in production of *Radio Edition of the Weekly Press.*

The presentations were to be made at the fifth annual Cornell Press-Radio Dinner at Ithaca. Program was to be broadcast by RRN.

Speakers included Deane W. Malott, new president of Cornell, who was host, and the judges of the "Press Leadership" contest: Sol Taishoff, editor and publisher of BROADCASTING • TELECASTING; James A. McConnell, general manager of GLF Exchange Inc.; Dr. Robert E. Cushman, professor of government at Cornell; Morgan Beatty, NBC newscaster and analyst, and Michael R. Hanna, general manager of WHCU and RRN, who was slated to present the awards.

The weekly *Radio Edition of the Weekly Press* returns to the air next Sunday, 5-5:30 p.m. for its sixth year. A Peabody award winner, it is a summary of current editorial thinking and reporting of community action as reflected in the weekly press of New York and Northern Pennsylvania.

Of the nine weeklies named for "Press Leadership" awards this year, six will divide $1,700 in cash while four receive citations for "editorial leadership" and for "stimulation of community action" during the past year.

The awards dinner honored the editors and publishers of the 110 cooperating newspapers, and their wives.

Summary of awards follows:

First Prize, Community Action—*Sidney Record-Enterprise* for housing project, get-out-the-vote campaign, air-mail edition for servicemen and close alliance with community groups.

Second Prize, Community Action — *Gouverneur Tribune-Press* for service to agriculture, church, business and industry; aid to school, hospital and cultural projects; role in settling a strike; campaign for "good government" candidates.

Third Prize, Community Action — *Genesee Country Express* for promotion of fund campaigns; sparking of music and recreation projects; prayers-for-peace plan; flood-control campaign and drive to seek new industry.

Honorable Mention, Community Action—*Waverly Sun* for unusual news coverage in promoting civil defense; drive for fire equipment and school facilities; support of community forum; promotion of interest in government and new industry, and calendar of local events.

First Prize, Editorial Leadership—*Vestal News* for alertness in international problems affecting community; courage in interpreting local events against world backdrop and protection of free speech.

Second Prize, Editorial Leadership—*Dundee Observer* for consistent leadership in national and state issues vital to community, efforts to perpetuate the American way and reasoned approach in sharing its editorial opinions.

Third Prize, Editorial Leadership—*Corning News* for directing community thinking to events on all levels, suggesting of foreign policy course and provoking of thought on moral issues long before national attention was focused on them.

Honorable Mention, Editorial Leadership — *Sidney Record-Enterprise* for editorials discerning in awareness of human values; *Owego Times* for temperate discussion of vital issues; *St. Lawrence Plain-Dealer*, for scholarly approach and constructive support of local efforts.

CAAB NAMES

Lounsberry and Borel Chosen

I. R. LOUNSBERRY, president and general manager of WGR, CBS Radio affiliate in Buffalo, was re-elected chairman of the Columbia Affiliates Advisory Board, it was announced Thursday.

Richard Borel, general manager of WBNS Columbus, Ohio, was named secretary of the group to succeed Arnold Schoen, general manager of WPRO Providence, R. I., who had been acting secretary. Elections were held during the two-day CAAB meeting in New York, Sept. 13-14 [BROADCASTING • TELECASTING, Sept. 17].

BASEBALL POLICY

NARTB Group Underway

NARTB's Baseball Committee, named Sept. 14 by President Harold E. Fellows, held its first meeting in Chicago last Wednesday, studying the whole baseball problem in preparation for the 1952 season [BROADCASTING • TELECASTING, Sept. 17].

Conferences will be held between committee members and representative of the National and American Leagues as well as the National Assn. of Professional Basebale Leagues (minors).

Committee members who attended the Chicago meeting were: Radio — Merrill Lindsay, WSOY Decatur, Ill., chairman; Paul Jonas, MBS; R. Sanford Guyer, WBTM Danville, Va.; Hugh Boice, WEMP Milwaukee; Harry McTigue, WINN Louisville; William B. McGrath, WHDH Boston. TV—James C. Hanrahan, WEWS (TV) Cleveland, chairman; Leslie C. Johnson, WHBF-TV Rock Island, Ill.; Carleton D. Smith, NBC; Otto Brandt, KING-TV Seattle; Ren Kraft, Fort Industry Co. Attending for NARTB were President Fellows and C. E. Arney Jr., Robert K. Richards, Vincent Wasilewski and Thad Brown. Mr. Richards is staff liaison with the joint committee.

LOTS OF LIFE IN RADIO

Corning's E.P.H. James Tells AMA

AFTER 30 years, radio still has a lot of life in it, E. P. H. (Jimmy) James, director of public relations for the Corning Glass Works in Corning, N. Y., said last week. Having been associated with the glass company and having lived in upper New York state for the past year, the former vice president of the Mutual Radio network returned to New York to address the American Marketing Assn. with a speech, "Radio Revisited."

Mr. James

He explained the urban qualities of the town, population 19,000: it is in a populous section (5 million people live within a hundred-mile radius) and it is in an industrial area (the Corning Factory, Westinghouse plants, and nearby Rochester manufacturing). It is nevertheless in a radio desert because surrounding hills cut out all but broadcasts from distant stations and reception of those varies greatly. As a result, Mr. James said, the citizens of Corning are almost completely dependent upon two local stations—WCBA and WCLI.

And radio is still new to the community. An FM permit was granted there in 1947, and AM radio arrived two years later. It was not until May 5 of this year, however, that a permit for nighttime AM broadcasting was issued. A community service organization, taking advantage of the station's (WCLI) affiliation with ABC, decided to sponsor a local broadcast of *Town Meeting of the Air*, selling tickets for the hospital fund. The plan has been delayed until spring, however, because it was discovered that too few citizens were familiar with the program.

Now that the medium has arrived, Mr. James explained that Corning makes a wonderful target for the radio advertiser. With the first dependable and immediately available programming in their lives, the people are giving major attention to the local outlet, which has become as popular a source of news and information as the town newspaper. Radio suffers little competition because television reception of distant stations is poor, and only about one per cent of the population owns sets. The town has just three movie theatres.

The people in Corning may not represent an impressive radio market when viewed alone, Mr. James advised the AMA, but they represent a dependency upon a single station that is common in many parts of the country. If advertising can be directed at these districts collectively—as it can through AM broadcasting — the sponsor can reach a $10 million consumer market, he declared.

AWARD OF MERIT is presented by Wesley Hardenbergh (l), American Meat Institute president and past president of American Trade Assn. Executives, to Robert K. Richards (r), NARTB public affairs director, who received it on behalf of NARTB. James D. Secrest, Radio-Television Mfrs. Assn. general manager, accepted on behalf of that association. Award based on NARTB-RTMA cosponsored Voice of Democracy contest. Presentation took place Wednesday at Edgewater Beach Hotel, Chicago.

GROUP OWNERSHIP

Hit by Ex-Sen. Tydings

EX-SEN. Millard E. Tydings declared last week that there should be a limit to the number of newspapers and/or radio stations one person may own.

Speaking in Baltimore, the Maryland Democrat assailed group ownership of newspapers and radio stations as a "threat to American freedom."

Mr. Tydings also said that "There should be a limit on the amount of news factors which any man may own. It is unwise," he said, "to allow sources of information to be on coast-to-coast networks as one man's opinion.

Singling out Fulton Lewis jr., for criticism, Mr. Tydings stated that the MBS commentator dealt unjustly with the Maryland senatorial campaign which brought the incumbent Tydings defeat.

Mr. Lewis made 15 verbal attacks on his candidacy, Mr. Tydings charged, but gave him only one chance to reply.

BILL STERN PACT

Is Extended by NBC

SPORTCASTER Bill Stern, associated with NBC since 1937, last week signed a new contract with the organization to serve as network sports editor. New pact supersedes the previous agreement, which had six months to run.

The announced is currently heard each weekday evening from 6:30-6:45 p.m. EDT over WNBC New York with his *Sport Scoreboard* program. He will start a weekly program on Friday nights over the radio network, to be sponsored by the Army and Air Force, in December.

McFARLAND BILL

Committee Again Looks at S 658

THE HOUSE Interstate & Foreign Commerce Committee last week unearthed the time-worn McFarland bill to streamline FCC procedures and began plodding methodically through its well-known sections.

The "spade work" was done by the full committee, meeting in executive session since last Tuesday under the chairmanship of Rep. Robert Crosser (D-Ohio).

There appeared to be little prospect that Chairman Crosser, whose interest lies with rail legislation, would railroad the Senate-approved measure (S 658) through. As of late Thursday, the committee had satisfied itself on the issues posed in suggested changes to Secs. 2 and 3, of the Communications Act, dealing with definitions of "broadcasting," "licenses," "broadcast stations," and "construction permits."

Committee spokesmen indicated the pace would be as painstakingly slow in sessions to come, with every expectation that it would consume at least another two weeks of the committee's time. But, they added, there's "an even chance" that the bill will be reported to the floor this session even without an "act of God."

The chief roadblock, it was strongly indicated, is the time lag between hearings held by the committee last April and this month of September. Because of the technical nature of the bill, members' memories need a little refreshing on vital points.

Perhaps the most vital is that involving the proposed separation of the Commission staff from the Commissioners in adjudicatory proceedings. Other thorny problems are those on renewals (the question of whether the burden should rest on the licensee or the Commission) and the so-called double jeopardy or anti-trust provision.

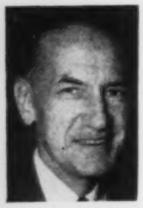
The committee ceased its deliberations last Thursday after getting to Sec. 4 which would provide that a Commissioner shall not, for a period of one year after leaving the Commission, represent before that body persons subject to the provisions of the Communciations Act.

The McFarland bill, so-called because it was guided through the Senate by Sen. Ernest McFarland (D-Ariz.), would realign organizational, procedural and appellate procedures of the FCC.

One of the better-informed committee members, Rep. Charles A. Wolverton (R-N.J.), felt there was little hope for action. But he noted that the bill had passed the Senate twice during the 81st Congress and once during the 82d, and said he "would like to see it approved by the House."

SMITH & JAMESON

New Law Firm Organized


Mr. Smith

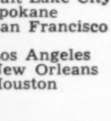
Mr. Jameson

GUILFORD S. JAMESON, veteran broadcast attorney, has joined William P. Smith, corporation, tax and trade attorney, in the establishment of a new law firm, Smith & Jameson, Suite 407, Walker Bldg., Washington.

Mr. Jameson is former president of the Federal Communications Bar Assn. and has practiced before FCC for a number of years. He formerly was Commissioner of the U. S. Court of Claims and at one time was chairman of the administrative law section of the District of Columbia Bar Assn.

Mr. Smith, a native of Charlotte, Mich., has practiced law in Washington for more than 30 years. He is a director and general counsel of the River Raisin Paper Co., Monroe, Mich., and is a member of the FCBA committee on nominations.

upcoming



NARTB DISTRICT MEETINGS

Dates	Dist.	Hotel	City
Sept.			
24-25	10	Blackstone	Omaha
27-28	12	Broadview	Wichita
Oct.			
4-6	14	Utah	Salt Lake City
8-9	17	Davenport	Spokane
11-12	15	Clift	San Francisco
15-16	16	Beverly Hills Hotel	Los Angeles
25-26	6	St. Charles	New Orleans
29-30	13	Shamrock	Houston
Nov.			
1-2	5	Soreno	St. Petersburg
8-9	7	Seelbach	Louisville
12-13	3	William Penn	Pittsburgh
15-16	1	Somerset	Boston

* * *

Sept. 24-25: Annual meeting Central Canadian Broadcasters Association, Royal York Hotel, Toronto.

Sept. 24-26: Assn. of National Advertisers, Fall Meeting, Waldorf-Astoria, New York.

Sept. 26: Federal Trade Commission, Trade Practice Conference for Radio-TV Industry, Second Session, 10 a.m., National Archives Bldg., Washington.

Sept. 27: Hearing on New York District Court Judgeship Nomination of FCC Comr. Frieda Hennock, Executive Session of Senate Judiciary Committee, 10 a.m., Room 424, Senate Office Bldg., U. S. Capitol, Washington.

Sept. 27-28: Fourth Annual Radio Institute sponsored by Rutgers U., State U. of New Jersey and New Jersey Broadcasters Assn., Bridgeton, N. J.

Sept. 27-29: 77th meeting of Canadian Broadcasting Corp. Board of Governors, Radio-Canada Bldg., Montreal.

Sept. 28-29: Continental Advertising Agency Network, 19th Annual Meeting, Philadelphia.

Oct. 2-3: NARTB Television Program Standards Committee Meeting, NARTB Hdqrs., Washington.

BILL HUTTON, chief radio engineer for Ayres & Assoc., Lincoln, Neb., demonstrates complete radio facilities installed by the advertising agency. Radio division operates under title of Amtel Productions and is directed by Harry Packard, veteran in midwest radio circles.

BUYS NEWSPAPERS

Hall Increases Interest

WILTON E. HALL has become sole owner of the *Anderson* (S. C.) *Independent* and *Daily Mail* with purchase of the other 50% of the stock of Independent Pub. Co. Mr. Hall, who also owns WAIM there, 250 w outlet on 1230 kc, paid $420,000 for the 50% interest of John C. Taylor in the papers.

The purchase brought to an end litigation started in December 1950 by which Mr. Taylor sought to put the publishing company in receivership and recover damages from Mr. Hall. Mr. Taylor alleged he should be recognized as having an interest in WAIM, but the suit was dismissed. Mr. Hall also is president of the Palmetto Broadcasting System, a regional network which serves stations in South Carolina and Georgia.

PRAISES RADIO

Food Chain on KFJZ

"ADVERTISING without radio is like flying without an altimeter—you never know where you are," Clyde Strickland, sales and ad manager for Worth Food Markets, Fort Worth, said last week. That's why, he explained, Worth Food Markets turned to radio.

Worth Headliners, a 30-minute daily show over KFJZ Fort Worth, is the first major radio program sponsored by Worth Food Markets, one of the largest food chains in Fort Worth. Mr. Strickland said he plans to use each advertising media—radio, TV, newspapers—in such a way that one will support the other.

FCC Vacations

FCC COMR. ROSEL HYDE is vacationing in Idaho, his home state, and is due to return to Washington on or before Oct. 6. He is accompanied by his wife, two sons and daughter. Cyril M. Braum, chief of the FCC Broadcast Bureau's television division, is vacationing with Mrs. Braum in the Great Smoky Mountains. He will return to Washington Oct. 1.

FCC MONITORING

More Funds Requested

A STRONG plea for restoration of funds requested by the FCC to expand its radio monitoring activities—and to buttress its emergency alert and illegal transmission detection program—was made by the Commission last week.

FCC Chairman Wayne Coy and Comr. George Sterling appeared before the Senate Appropriations Committee in executive session Thursday. They reiterated the importance of FCC monitoring activities in seeking a $1,340,000 requested by President Truman for the program.

The House Appropriations Committee lopped the sum to an even $1 million. The House itself abolished the entire sum—largely on the strength of economy and anti-FCC forces which prevailed during a showdown vote [BROADCASTING • TELECASTING, Aug. 27].

The Commission based its plea for restoration on three arguments: (1) need for expansion of present monitoring station operations (including personnel and facilities); (2) value of monitoring in the detection of spurious of illegal radio transmissions, which conceivably could be used for enemy "homing" aids, and (3) the importance of funds in carrying out the Commission's emergency broadcast plan, now being detailed in instructions being sent to AM, FM and TV stations [BROADCASTING • TELECASTING, Sept. 10].

Would Exchange Land

Earlier, Rep. Walter Norblad (R-Ore.) pushed through a bill (HR 5369) which would authorize the exchange of certain lands within the vicinity of the Commission's primary monitoring station at Portland. It was referred to the House Committee on Interior and Insular Affairs, which in turn requested comments from both the FCC and the Dept. of Interior.

Industry authorities, working through NARTB, have been concerned over the lack of sufficient controls which would curb illegal radio transmissions. NARTB Government Relations Director Ralph Hardy suggested an adequate monitoring policy over spurious transmitters, lest the entire plan for combatting navigational aids be jeopardized.

It was felt both the Senate Appropriations Committee and upper chamber would be more sympathetic than the House to supplemental monies for monitoring purposes. The committee still is taking testimony from other government agencies as part of the omnibus bill.

WWVA Names Blair

WWVA, Fort Industry Co. station at Wheeling, W. Va., has named John Blair & Co. as national representative, effective Oct. 1.

VARIETY

WAKE UP BALTIMORE
With Buddy Deane
120 Mins.; Mon.-thru-Sat., 6:30 a.m.
Participating
WITH, Baltimore

This waker-upper has been the jumping off place for some top names in the national picture today and present operator, Buddy Deanne, up from WHAM, down Memphis way, is giving it a shot of corn pone, turnip greens and hy'all brogue which is building a following. Spinning disks midst casual and practically total ad lib chatter throughout the two-hour stretch, Deanne manages to project a youthful enthusiasm and screwball personality that is attracting considerable audience response from a somewhat younger sector than the normal hausfrau listeners normally attracted to early morning airings.

Gagged up stunts like broadcasting in his pyjamas from the sidewalk in front of the studio located in the downtown area and offering himself for household chores as a contest prize are helping towards a buildup that should make him a strong fixture for this hard-hitting station.

Burm.

Buddy Deane . . .

"a strong fixture for this hard-hitting station"

—Variety, Wednesday, August 22, 1951

Buddy Deane's a sensation! He's taken Baltimore by storm on WITH! As one of his many sponsors said: "Excellent talent . . . his warm and friendly humor has added a priceless ingredient to our sales program." There are a few availabilities left—call your Headley-Reed man today.

The *Results* station

W-I-T-H

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

XUM

Mr. Herndon, Mr. Molina &M

agree... Sponsors and Aud

“Repeated contract renewals prove Associated Press news builds buying audience.”

RAY HERNDON, Manager
KTRH, Houston, Texas

Says Mr. Herndon: “Many of our biggest national and regional accounts tell us by repeated contract renewals that they have confidence in AP’s ability to build a loyal audience of people who BUY. And satisfied listeners tell us that when KTRH newsmen say ‘News brought to you by The Associated Press,’ they are getting complete, authentic and unbiased reporting.”

“AP is without question our Number One revenue getter!”

HENRY G. MOLINA, Jr., President
WEIM, Fitchburg, Mass.

From Mr. Molina: “WEIM has 85 AP newscasts sponsored weekly . . . 16 different sponsors . . . all signed for at least 26 weeks. AP news was the only tool which succeeded in getting three of Fitchburg’s five banks for us — a threefold blessing. We echo Sponsor J. D. Bailey of Bachelder-Bailey Co., Goodrich tire dealers, when he says, ‘As a merchandising vehicle, AP news is second to none.’”

“Ev

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demand AP NEWS

Hundreds of the country’s finest stations announce with pride *“THIS STATION IS A MEMB*

&Mr. Figi

dences

"Every AP newscast sold . . . 78 a week!"
MIG FIGI, General Manager
WAUX, Waukesha, Wis.

From Mr. Figi: "WAUX and WAUX-FM have been literally built on our Associated Press ews and features. We now carry news every hour on the hour and there is seldom worry about a renewal. Our biggest sponsor of AP ews, the Waukesha State Bank, has had excellent results . . . experiencing direct and tangible results within one week after its AP ewscasts started. Nice going, AP."

BE F THE ASSOCIATED PRESS."

Associated Press . . . constantly on the job with

- a news report of 1,000,000 words every 24 hours!
- leased news wires of 350,000 miles in the U.S. alone!
- exclusive state-by-state news circuits!
- 100 news bureaus in the U.S.!
- offices throughout the world!
- staff of 7,200 augmented by member stations and newspapers . . . more than 100,000 men and women contributing daily!

When it comes to audience-impression, you can depend on AP news. AP news rivets attention . . . gains maximum listenership through competent, swift news coverage. When sales messages are linked with AP news, they return the advertising dollar-investment many times over.

If you are a sponsor or ad agency not yet profiting through AP news, contact your nearest station or network representative.

If you are a station not yet benefiting from AP's share-of-cost plan . . . WRITE AT ONCE FOR DETAILS.

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N.Y.

SIGNAL CONTROL

Bill Reported Out By House Group

TIGHTER penalty provisions for violations of Sec. 606 of the Communications Act were approved by the House Interstate & Foreign Commerce Committee last week as it reported out the military's signal control plan.

The "plan" is the amended version of the "electromagnetic radiations" control bill sponsored by the Dept. of Defense and watered down by both the Senate and House committees. Devoid of its more controversial sections, the proposal (S 537) would enable the President to control all navigational devices capable of radiating in excess of five miles—including broadcast stations already falling under the Communications Act, as proposed by the military.

New Subsection

The degree of penalties covering radio-TV stations and device holders who violate directives issued under the President's authority were reported earlier [BROADCASTING • TELECASTING, Sept. 3, Aug. 27]. The sanctions are spelled out in the form of an additional subsection (h) to Sec. 606 of the Communications Act.

They provide that "wilful failure" to act in pursuance of Presidential authority would call for a fine of not to exceed $1,000 or imprisonment of not more than one year, or both, in the case of individuals, and a fine not to exceed $5,000 in the case of corporations. This had been recommended by the Senate Interstate & Foreign Commerce Committee following hearings earlier this year.

The new House provision, however, spells out a fine not more than $20,000 or a maximum of 20 years' imprisonment, or both, for any person "who commits such an offense with intent to injure the United States, or with intent to secure an advantage to any foreign nation."

FCC Chairman Coy had noted, during hearings before the House Commerce Committee, that no provision of Sec. 606, in itself, contains any criminal sanction which applies to that section as a whole, and that it is necessary to refer to Sec. 501 to find penalty provisions.

Another amendment to the bill explains that "the authority granted to the President [suspending or amending regulations applicable to all stations] to cause the closing of stations and devices and the removal thereof of apparatus and equipment, and to authorize the use or control of stations and devices and/or their apparatus and equipment, may be exercised in the Panama Canal Zone."

Apart from this and the penalty sections, the only new addition to the Communications Act centers around the inclusion of devices capable of emitting radiations and suitable "for use as a navigational aid beyond five miles."

The measure was reported to the House Wednesday and approval was expected with little or no opposition. The bill will go to a conference committee after lower chamber passage.

AM PROPOSALS

Two Favored by FCC

TWO NEW AM stations were proposed in initial decisions reported by FCC last week.

An initial decision by Hearing Examiner Leo Resnick favored Vermilion Broadcasting Co.'s application for 980 kc with 1 kw fulltime in Danville, Ill.

Hearing Examiner James D. Cunningham gave initial approval to Don H. Martin's request for 1220 kc with 250 w daytime at Salem, Ind. All initial decisions are subject to final approval by the commission.

NORTHERN California Industrial Advertisers Assn. announces following new officers elected for 1951-52: John J. O'Rourke, president; Raymond Giles and Harold Marquis, vice presidents; Byron Helms, secretary-treasurer.

WWJ-AM-TV POSTS

To Hill, Penman, Knight

THREE top personnel changes at WWJ-AM-TV Detroit were announced last week. Jack Hill has been transferred to program and production manager of WWJ-TV from his former post with WWJ in the same capacity.

Mr. Hill

Charles Penman, former radio-video producer, has been named to succeed Mr. Hill at WWJ. Kirk Knight, former TV program manager, has been promoted to operations manager for both radio and television.

Mr. Penman

Mr. Knight

CHICAGO's Board of Education station, WBEZ (FM), returns to air for 14th consecutive year of broadcasting Oct. 8.

$1 BILLION
MDSE. TOTALING $1 BILLION

BILLION-DOLLAR BUY!

Central Ohioans Make It Annually In Retail Sales

WBNS has more listeners than any other station in these 24 Central Ohio Counties which annually ring up a neat retail sales figure of $1,125,057,000.* This includes thousands of consumer products from drugs to hardware, from clothing to cars. You're sure of having listeners when you're on WBNS because WBNS carries all 20 top-rated programs, day and night.

Latest Hooper Report shows WBNS with the highest number of listeners in every rated period but one! You get more listeners per dollar than on any other local station. For rates and time availabilities, write or call your John Blair representative.

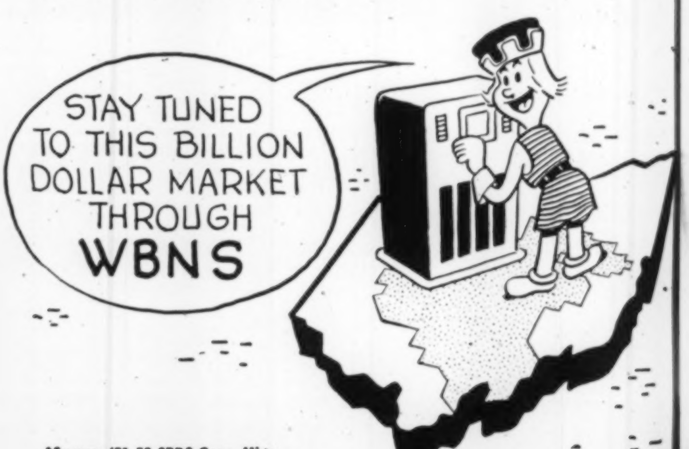
CENTRAL OHIO'S ONLY CBS OUTLET

WBNS

PLUS
WELD-FM
Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

*Source: '51-52 SRDS Cons. Mkts.



STAY TUNED TO THIS BILLION DOLLAR MARKET THROUGH WBNS

In Northern California

MORE PEOPLE LISTEN—more often—to KNBC

than to any other radio station

KNBC's 50,000 watt *Non-Directional* transmitter reaches *all the markets* of Northern California...

KNBC has the *biggest and most loyal* audience in the San Francisco-Oakland Metropolitan Market — the *seventh largest, fastest-growing* major market in America.

And as a plus, KNBC penetrates all the rich, fast-growing markets *throughout* Northern California. PLUS MARKETS like Stockton-Modesto, Ukiah-Mendocino, Napa-Santa Rosa, Santa Cruz-Monterey, Sacramento, San Jose-Santa Clara, and Eureka-Humboldt County.

ONLY KNBC can reach *all* these markets — in *one, big economical package.* KNBC sales reps will show you how...

KNBC delivers MORE PEOPLE (in one package!)—at LESS COST per thousand—than any other advertising medium in Northern California.

PLUS-Market Case History
Ukiah-Mendocino County

- Population—40,596, an increase of 45.7% from 1940 to 1950
- Effective Buying Income*—$49,178,000, an increase of 180.9%
- Retail Sales*—$36,056,000, up 219.6%
- KNBC Audience — week after week, over 4/5 of the radio families in this market listen regularly to KNBC

*Sales Management's 1951 Survey of Buying Power

KNBC

Northern California's NO. 1 Advertising Medium

50,000 Watts—680 K.C. San Francisco Represented by NBC Spot Sales

NARBA GROUP

Named on Capitol Hill

FAINT glimmer of hope that the Senate may yet act on ratification of the North American Regional Broadcast Agreement treaty arose last week as the Foreign Relations Committee named a three-man subcommittee to study the proposed pact.

President Truman sent the new treaty, signed last fall by five signatory nations, to the Senate last February urging "favorable consideration" [BROADCASTING • TELECASTING, Feb. 5, et seq.]. The pact had been gathering dust in the intervening months until last week.

Chairman Pat McCarran (D-Nev.) of the Senate Foreign Relations Committee Friday appointed a three-man group consisting of Sen. Theodore Green (D-R.I.) as chairman, and Sens. Bourke Hickenlooper (R-Iowa) and John Sparkman (D-Ala.).

Despite this move, any hope for early action in this session of Congress appeared extremely remote. Sens. Green and Sparkman, contacted by BROADCASTING • TELECASTING, showed no disposition for early consideration.

Hearing Necessary

Hearings are deemed a virtual necessity in view of the controversial nature of the treaty. Both Senators noted approaching Senate recess, tentatively set for about Oct. 15.

Sen. Green said he is not familiar with the terms of the pact, which was signed by five North American nations after protracted negotiations antedated the fall of 1949. Sen. Sparkman said while he was cognizant of some of the problems involved, there seemed to be little hope it would be ratified this year. He added that he has been appraised of its terms by certain stations in his home state (Alabama). Sen. Hickenlooper could not be reached for comment.

One of the prime movers behind the bid for ratification—and a chief supporter of the FCC and State Dept. on the treaty—is E. B. Craney of the Pacific Northwest "XL" stations. The Clear Channel Broadcasting Service has spearheaded the drive to defeat ratification, claiming that rural radio areas would suffer from a breakdown of the clear channels.

Compton to State Dept.

DR. WILSON M. COMPTON, retiring president of Washington State College, last week was appointed by the State Dept. as staff director of the U. S. Advisory Commission on Information. Members of this committee include Judge Justin Miller, NARTB board chairman, and Philip D. Reed, board chairman, General Electric Co.

COMR. HENNOCK

Hearing Set Sept. 27

THE LONG-DELAYED hearing o the nomination of Comr. Frie Hennock, nominated by Preside Truman to a federal judgeship i New York's southern district, wi be held before the Senate Judiciar Committee this Thursday.

The meeting will be held in executive session before the full committee and Chairman Pat McCarran (D-Nev.), instead of a subcommittee as originally planned. The hearing will be held in Room 424 of the Senate Office Bldg.

While the identity of witnesses appearing on behalf of and in opposition to Comr. Hennock was not revealed by the committee, it was expected many groups would testify. High on the list offering support are numerous women's organizations, all of which notified the committee of their endorsements.

FCC Chairman Wayne Coy and Comr. Paul A. Walker may appear from the Commission. Mr. Coy, who will be out of Washington early this week, is expected to return in time to appear.

Three Oppose

Organizations which plan to send representatives to the hearing remained a closely-guarded committee secret last week. It was anticipated the committee will receive testimony from at least one of the major bar groups, three of which have expressed opposition to the nomination. They are the New York City Bar Assn., American Bar Assn. and New York County Lawyers Assn.

On the other hand, Comr. Hennock has the unqualified support of the New York Women's Ba Assn., Business and Professiona Women's Clubs and the Genera Federation of Women's Clubs. Th Federal Communications Bar Assn also tendered its endorsement.

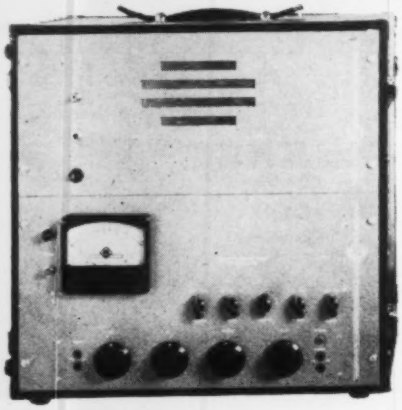
If approved by the Senate Judiciary Committee and confirmed by the Senate, Comr. Hennock would succeed Judge Alfred C Coxe, retired. Comr. Hennock's term as Commissioner expires Jun 30, 1955. The judgeship term is fo life.

Stewart to WMIE

APPOINTMENT of A. Jack Stewart, radio veteran, as general manager of WMIE Miami, Fla., wa announced last week by the Su Coast Broadcasting Corp., owner o the station. Mr. Stewart succeeds Robert G. Venn, who resigned. Meanwhile FCC decision is awaited as to whether majority holdings in the station will b sold to ex-Gov. E. D. Rivers Sr for $220,000 by Arthur B. McBrid and his associate, Daniel Sherby [BROADCASTING • TELECASTIN Sept. 10].

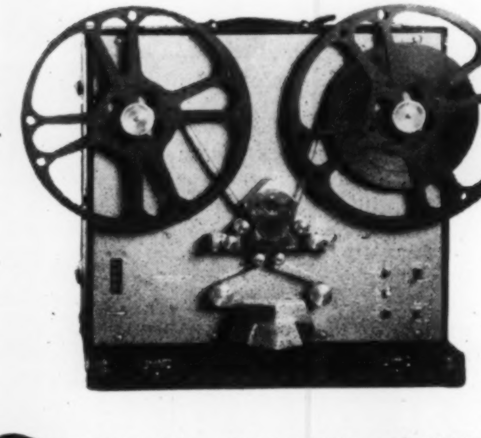
Now it's here . . .

MODEL S5 SYNCHRONOUS MAGNETIC FILM RECORDER AND REPRODUCER



The STANCIL-HOFFMAN Synchronous . . . Magnetic . . . Sprocket Film Recorder insures for *16 mm* film production . . . *35 mm* SOUND FIDELITY plus . . . MAGNETIC TAPE convenience . . . at 16 mm PRODUCTION COSTS.

This remarkable S5 Recorder may be ordered for either 16 mm or 17.5 mm film. The S5 Recorder is designed for either portable use (as illustrated) or rack mounting for permanent placement.

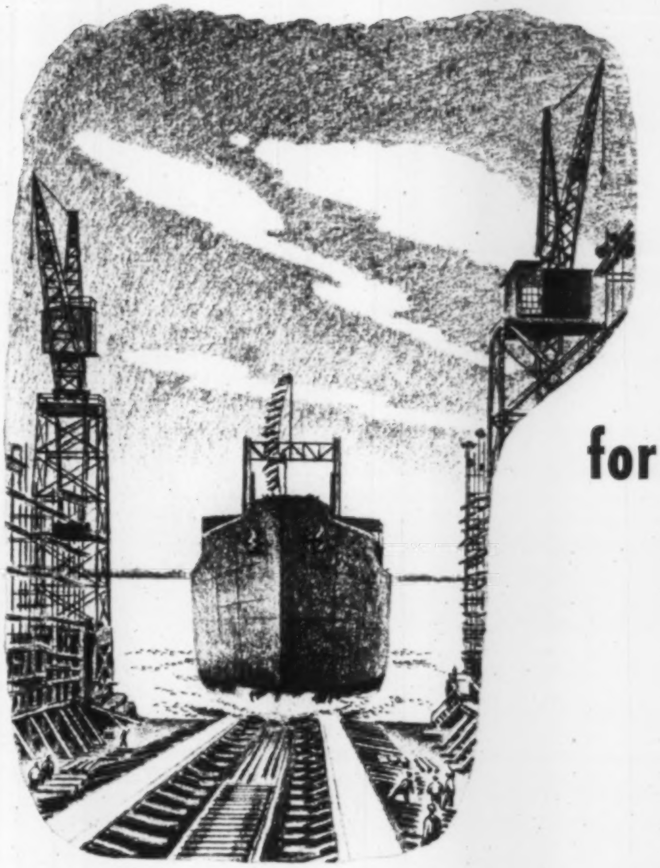


- STANCIL-HOFFMAN Synchronous equipment has been field tested and proven by extensive use throughout the world.
- Over 2160 foot film capacity, or a full hour of 16 mm recording.
- Available with both a synchronous drive motor and an interlock motor, either motor used selectively.
- The mechanical filter system uses *TWO* fly wheels in a balanced tight loop, providing flutterless operation.
- Complete relay control permitting remote operation from any number of positions.
- Instead of gears, uses a unique silent chain drive which requires *NO* maintenance.

WRITE FOR DESCRIPTIVE BROCHURE

STANCIL-HOFFMAN CORP.

1016 NORTH HIGHLAND AVENUE HOLLYWOOD 38, CALIFORNIA



Another ship for the nation's service ..and *radio* helped build her!

Radio, traditional aid to distribution, can be mighty helpful in production as well!

In times of national emergency, that's important.

Take this example. The shipbuilding industry, so often neglected in years of peace, is pressed for maximum production when war clouds appear. Overnight, labor recruiting for shipyards becomes a major problem.

To get quick action, one big yard recently turned to radio. Sun Shipbuilding Company, Chester, Pa., placed a series of programs five nights weekly, midnight to 1 AM, on Philadelphia's 50,000-watt KYW. Announcements sought both routine skilled workers and hard-to-get specialists, such as marine draftsmen and loftsmen.

Results? A letter from Sun's agency (Benjamin Eshleman Company) speaks for itself. *"We have, as expected, received many responses from KYW's regular coverage area.. and also from Canada and many cities west of the Mississippi. We are able to get Sun Ship's story into industrial areas, and interest workers there in the benefits that can be found at Sun. We are enclosing signed contracts for renewal and hope that response continues. If past performances are any indication, it will."*

This unusual program typifies the ability of radio, a mass medium, to help industry solve **specialized** problems in the nation's interest. Each Westinghouse radio station.. in Boston, in Springfield, in Philadelphia, in Pittsburgh, in Ft. Wayne, and in Portland.. is determined to make this help just as effective as possible.

Westinghouse Radio Stations Inc

SERVING 25 MILLION

WBZ WBZA KYW KDKA WOWO KEX WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Hooper

(Continued from page 25)

tion of an advertisement by KJBS in the July 3, 1950 BROADCASTING • TELECASTING.

In this advertisement, Stanley G. Breyer, commercial manager of KJBS, called for an evaluation of rating techniques, leading to formation of the Baker committee.

San Francisco broadcasters who met Wednesday were, besides Mr. Breyer, Lloyd E. Yoder, Dean Moxley, Bill Andrews, KNBC; Gayle V. Grubb, KGO-AM-TV; Alan Johnstone, Gordon Grannis, KGO; Merwyn L. McCabe, KFRC; J. Milton Seropan, KLX.

The group issued the following statement after the meeting:

"We endorse the action the Hooper organization is taking to establish the comparative accuracy of two local rating services—Hooperatings and Pulse. If confirmed by the Chappell analysis now in progress, we accept the evidence of consistent, positive correlation between the telephone coincidental and Audimeter coincidentals and the lack of agreement of either with the roster recall as (1) proof of the Hooperatings accuracy and (2) of the inaccuracy of Pulse."

Produce Same Answer

Although the proposed work of Dr. Chappell will analyze past ratings issued by the U. S. Hooperatings and Pulse, Mr. Hooper feels it will produce about the same answer as a new study—and save the industry its expenditure.

He explained that the Hooper telephone coincidental ratings were verified by Nielsen Audimeter coincidentals.

He asserted "it will then follow that when Pulse roster-recall is applied and produces measurements in the same population which are different from telephone coincidental, Pulse cannot be accepted as producing accurate audience-size measurements."

Pointing out that Dr. Chappell is well-equipped for his task, Mr. Hooper said the psychologist was proposed by Pulse for membership on the NAB test survey committee as the best man available to round out the committee in his capacity as an impartial radio research expert.

Dr. Chappell is author of *Causes of Inconsistencies Between Day-Part Recall and Coincidental Ratings*, published in 1941.

August Box Score

STATUS of broadcast station authorizations and applications at FCC as of August 31 follows:

	AM	FM	TV
Total authorized	2397	656	108
Total on the air	2292	645	107
Licensed (All on air)	2266	548	86
Construction permits	131	107	22
Conditional grants		1*	
Total applications pending	1075	192	509
Total applications in hearing	247	8	183
Requests for new stations	278	8	440
Requests for new stations in hearing	112	2	171
Requests to change existing facilities	219	27	32
Deletion of licensed stations in August	2	1	1
Deletion of construction permits	1	2	0

*** On the air.**

KSL..provides advertisers an aggressive merchandising service that "Sponsor" magazine calls one of the best in the United States today!

MBS-MGM Plan

(Continued from page 25)

and MGM will be shared by the two companies.

The plan was presented to the MAAC in a two-day meeting and announced Wednesday by President Frank White. Resulting from protracted efforts by Mutual to work out a programming arrangement of this or similar nature, the project, according to Mr. White, is aimed at three targets:

"(1) To strengthen our evening program schedule substantially; (2) to make Mutual competitive with the various types of 'spot carrier' plans now offered by all other networks, and (3) most important of all, to achieve both of these objectives in the way which would best protect the interests of our stations."

Mr. White, who notified affiliates of the plan in a conference call, said Mutual officials "are confident that the plan will receive the same enthusiastic endorsement from the stations as it has received today from their representatives on the Advisory Committee."

He said that "the fact that we have been able to create such a plan in cooperation with MGM with its vast knowledge of entertainment values and top talent is especially gratifying to us."

Although details of the multiple-sponsorship sales offer were not revealed, Mr. White said he felt they "will prove attractive to national advertisers" when they are made known.

Shows Will Be Recorded

All of the MGM Radio Attractions programs produced for MBS will be transcribed. Though it first appeared that some conflict might arise from the fact that Mutual and MGM Radio Attractions are allied with different New York stations—WOR and WMGM, respectively—authorities appeared confident this point would be worked out satisfactorily. This was taken to mean that, at least at the outset, some of the programs might be carried on both stations.

Principal negotiators in the deal were MBS Board Chairman Thomas F. O'Neil, who has long envisioned and sought a program arrangement of comparable nature, and President White, and, for MGM, Bertram Lebhar Jr., WMGM

4th Year on the Air - Begins Oct. 1
Stars of screen, stage, radio
with
GORDON MacRAE
NBC
The RAILROAD HOUR
FAMOUS MUSICAL SHOWS
PRESENTED
every Monday night
BY THE AMERICAN RAILROADS

XUM

Radio

Radio is the top favorite in Birmingham. For example, quarter-hour sets-in-use figures averaged 24.9 last Winter—well above the major market (Multi-Pulse) average.

still

Still far out in front in Birmingham radio, WAPI has two-and-a-half times as many weekly quarter-hour "firsts" as the next station . . . 75% more than all other stations *combined.*

favorite

Favorite not only for CBS shows but for its local programs as well. WAPI broadcasts all of the top 15, and 18 out of the top 20 quarter-hours available for local sale, Monday-Friday.

so

So it goes. WAPI has 8 of the top 10 newscasts, 8 of the top 10 disc jockey quarter-hours, Monday-Friday, *all* of the top 10 regular locally-programmed Saturday quarter-hours.

is

Is your eye on the New South? Then look first at highly industrialized, booming Birmingham. For the story on Birmingham's most effective sales medium, call Radio Sales or . . .

Source: Pulse, Sept. 1950-Apr. 1951

WAPI

"The Voice of Alabama"
Birmingham
CBS Radio Network
Represented by Radio Sales

ANA SESSIONS

Open in New York Today

EFFECT of the cold war on national economy and especially upon advertising will be the keynote of the Assn. of National Advertisers in its 42nd annual meeting in New York starting today (Monday).

Advertisers will be joined by agencies tomorrow afternoon, and media will be included in the sessions starting tomorrow evening.

Leo Cherne of the Research Institute of America will make the opening address: "What The Advertising Man Can Expect in the Business Situation in the Year Ahead." He will be followed by Philip W. Pillsbury, president of the Pillsbury Mills, who will discuss concepts behind long-run profits secured through advertising. Andrew Heiskell, publisher of *Life* Magazine, will ask "Is Reading Obsolete?" when he examines competition for consumers' leisure time, and Sam Thurm, Young & Rubicam director of Media research, will query, "What's Ahead in Media?"

Monday afternoon sessions will be devoted to ANA business and elections as well as a report on members' advertising plans for 1952. Discussion of the ANA third radio report will probably occur during this session [BROADCASTING • TELECASTING, Sept. 17]. Horace Schwerin, president of Schwerin Research Corp., will give the day's final talk.

Tuesday morning will feature two concurrent sessions—one on durable and the other on consumer goods.

Program for the durable goods meeting includes a panel, offered by the Advertising Council and the ANA, to show how advertising can help management solve community and employe relations problems.

Consumer goods session will start after a slide film, used by Miles Labs, showing how the company overcomes product substitution by retailers. Message impact will be analyzed by Clifford Parsells, research director for the Ted Bates Co., and Russell G. Partridge, advertising manager for the United Fruit Co., will explain how advertising can stray from the usual techniques for greater effect. Don Hause of Armour & Co. will explain an ANA survey among sales forces, and Percy Whiting, vice president of the Dale Carnegie Institution, will speak on "Are Salesmen Really Getting Your Story?" What the retailer expects from the manufacturer will be considered by M. B. Hirsch, merchandising manager of John Shillito Co., Cincinnati department store, to conclude the session.

Tuesday afternoon will be given over to the agency-advertiser marriage clinic. Earle Ludgin, president of Earle Ludgin & Co., and William N. Connolly of S. C. Johnson & Son Inc. will discuss agency and advertiser attitudes, respectively. "What The Public Thinks of Our Ads" will dramatize consumer attitudes, with discussion by Everett Smith of the Wage Earner Forum and Dr. Henry C. Link of the Psychological Corp. Afternoon meetings will end with a report on the AAAA special committee on improving advertising content, chairmaned by George Reeves of J. Walter Thompson, and a speech on advertising regulations by Louis Brockway, executive vice president of Young & Rubicam.

After the annual dinner Tuesday night, Dr. Roy V. Peel, Director of the U. S. Census Bureau, will interpret the 1950 Census in advertising and marketing terms Wednesday morning. Marion Harper Jr., president of McCann-Erickson, will analyze growing expenditures, increasing advertising messages directed toward the consumer, and the need for greater reliability in research data.

Dick Hottelet, CBS-Radio correspondent in Germany, will fly in to report on Russian thinking, and a Defense Dept. film will show results of communist youth festivals in Europe. Fairfax Cone, president of Foote, Cone & Belding, will discuss how to combat propaganda.

Closing luncheon Wednesday noon will feature C. D. Jackson, publisher of *Fortune* Magazine, on leave with the Committee For a Free Europe, who will outline how U. S. communications have pierced the Iron Curtain.

In Public Interest

Milk Fund Show

GEARED to repeat success of last year's simulcast by KPIX (TV) and KSFO (AM) San Francisco was airing of *Saints and Sinners Milk Fund Revue* last Friday, 9 p.m. Program raised funds for undernourished and needy children.

* * *

Lost & Found Dept.

KLRA Little Rock established contact and gave important news to a couple motoring "somewhere" in Arkansas. The station received a long-distance phone call from Alcorn, Iowa, asking for aid in locating Mr. and Mrs. John Larsen to tell them of two deaths in the family. KLRA broadcast the license number and description of the automobile at 4:55 p.m. At 5:03 p.m. Mr. Larsen phoned the station. A service station attendant had been listening to the broadcast when the Larsen's drove in for gas.

* * *

Reports Local Issues

WDSU Reports, featuring Bill Monroe, veteran reporter, begun by WDSU New Orleans to present facts of important local issues. First program last Friday, called "Angola Story," gave conditions at the State Penitentiary. Voices of convicts, nurse, ex-inmates and two members of the Citizen's Investigating Committee were heard.

N. J. AWARDS

'Best Shows' Honored

FIVE AWARDS were to be given at the New Jersey State Fair yesterday (Sunday) to radio stations in the state for "best shows" in several categories.

Carl Mark, president of the New Jersey Broadcasters Assn., sponsor of the awards, announced winners last week: WNJR Newark, for best public service broadcasts with its reporting of the Newark explosions last summer; WTTM Trenton, for best women's show, *Meet Mary* with Mary Wilson; WCTC New Brunswick, for best morning show with its daily farm bulletin program and for the best sports show with its *Little League;* WJLK Asbury Park, for the best news show with its coverage of the Woodbridge train disaster.

IRONRITE Inc., Mt. Clemens, Mich., signs to sponsor *Hollywood Screen Test* over the ABC TV network a second year, with these officials on hand: (l to r) Clarke Wilmot, account executive of Brooke, Smith French & Dorrance; Wally Duncan, ABC TV network; W. R. Dabney, Ironrite vice president, and Hal Biddle, Ironrite general sales manager.

Les Paul takes to tape

Inventor of sensational "New Sound" combines secret guitar technique with tape recording

AS MANY AS 12 GUITARS are heard playing simultaneously on Les Paul's recordings, and Les is playing them all! Thanks to tape recording, every note reproduces with uniform clarity; high fidelity remains through the long series of re-recordings involved in creating the "New Sound."

FLUFF-PROOF SHOWS are guaranteed with tape. Careful editing and dubbing produce smoothly-paced programs every time. All the equipment you need for tight, noisefree splices is scissors and "Scotch" Splicing Tape!

Les Paul's weirdly wonderful recordings are the result of a skilful mating of inventive musicianship with the electronic marvels of tape recording. How he does it is a mystery even to veteran engineers, but Les is enthusiastic in crediting tape recording with making his unique recordings possible.

Tape's faultless reproduction and matchless ease of handling make it the ideal recording medium. You can dub into it, cut out unwanted portions, splice recordings together, lift passages back and forth from tape to tape while retaining amazingly high fidelity. Tape recordings can be made anywhere . . . in the studio, on the street, in subways, elevators, moving vehicles.

Fidelity remains through thousands of playings, and the same tape may be re-used any number of times (each recording automatically erases the preceding one).

Want more tips about the program improvements, easy scheduling, simplified studio operations you can enjoy with tape? Write Dept. BT-91, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll have a representative give you the whole story.

ON-THE-SPOT INTERVIEWS, remote pick-ups are simplified with tape. No more complicated arrangements and expensive line charges; tape goes everywhere, hears everything. Portable battery-operated units enable you to make pick-ups that would be impossible with other recording methods.

PRODUCTION PROBLEMS are easily solved with tape. Program changes can be made and dubbed in without re-assembling the entire cast; shows can be recorded a portion at a time; minor flaws can't ruin an expensive production.

SCOTCH
BRAND
Sound Recording
Tape
SCOTCH
Sound Recording Tape

IMPORTANT: There's more than one brand of sound recording tape. Insist on the "SCOTCH" brand, the *lubricated* tape that gives matchless fidelity, clarity of reproduction, freedom from distortion. Used by all major networks and recording companies.

Made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn., also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: Minn. Mining & Mfg. Co., International Division, 270 Park Avenue, New York 17, N. Y. In Canada: Minnesota Mining & Mfg. of Canada, Ltd., London, Canada.

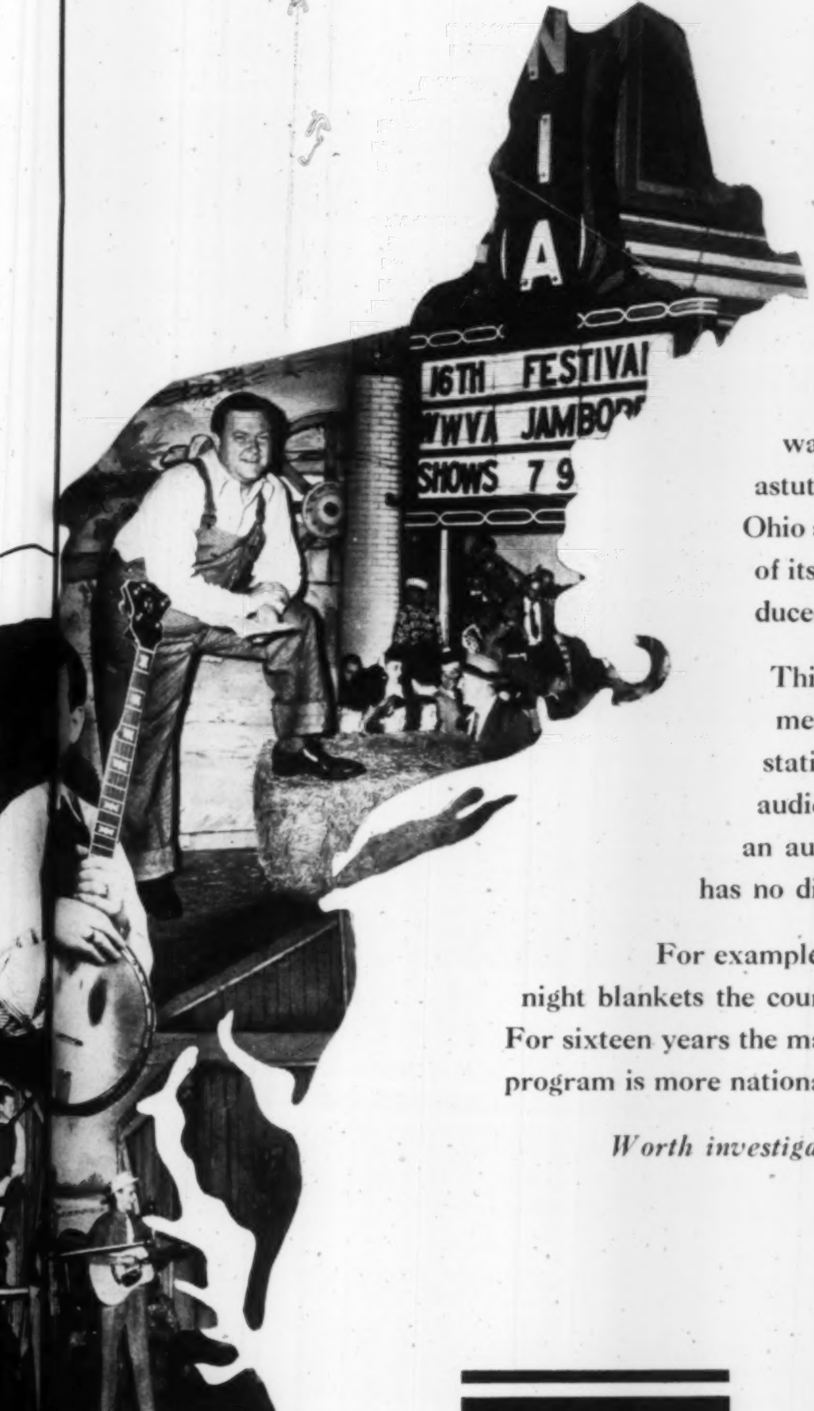
WWVA

WHEELING, WEST VIRGINIA

ANNOUNCES
THE APPOINTMENT OF

JOHN BLAIR
& COMPANY

as NATIONAL REPRESENTATIVES



The Fort Industry Company is pleased to announce the appointment of John Blair & Company as National Representatives of WWVA, Wheeling, West Virginia, effective October 1st, 1951.

WWVA, CBS affiliate operating on 50,000 watts, 1170 kilocycles, has long been known to astute advertisers for its coverage in Pennsylvania, Ohio and West Virginia . . . and for the selling power of its top-grade, geared-to-the-audience, locally produced programs.

This *specialized* programming presents entertainment which is *different* from that offered by most stations. As a result WWVA has created a mass audience throughout the eastern United States — an audience which enjoys WWVA's programs and has no difficulty in hearing this 50,000 watt station.

For example, the "WWVA Jamboree" heard on Saturday night blankets the country from Ohio to Maine to South Carolina. For sixteen years the mail response has proved beyond doubt that this program is more national than local in its coverage.

Worth investigating? Call your John Blair man today.

WWVA

JOHN BLAIR
& COMPANY
REPRESENTING LEADING RADIO STATIONS

CHICAGO • NEW YORK • ST. LOUIS • DETROIT
SAN FRANCISCO • LOS ANGELES • DALLAS

You Can Cover the Rich Central New York Market

with One Radio Station

FRANKLIN
ST. LAWRENCE
19
JEFFERSON
44
LEWIS
HAMILTON
54
38
13
OSWEGO
94
ONEIDA
50
HERKIMER
FULTON
WAYNE 33
ONONDAGA
NEW YORK
MONTGOMERY
ONTARIO
SENECA
70
92
MADISON
88
CAYUGA
35
OTSEGO
YATES
CORTLAND
CHENANGO
14
SCHOHARIE
TOMPKINS
75
37
SCHUYLER
12
28
DELAWARE
CHEMUNG
TIOGA
BROOME

BMB Nighttime Audience Families

WSYR—214,960
Station A—164,720
Station B—148,340
Station C—76,920
Station D—68,970

WSYRACUSE
570 KC

WSYR—AM-FM-TV—The Only Complete Broadcast Institution in Central New York
NBC Affiliate • Headley-Reed, National Representatives

Strictly Business

(Continued from page 18)

and Bactine as well.

Hand in hand with growth of the firm, Mr. Clancy asserts, has been its use of advertising, the major portion of which is radio. Employing a general advertising policy of "truth without exaggeration," Miles used its first radio in 1933 with a local program and hasn't retired from the air since.

During that time the radio appropriation has been increased until now 80% of the total budget of over $1 million goes to radio programming and spot announcements on the West Coast. Balance goes to other media.

Inevitably inserting itself into the advertising picture is television, now being used by Miles on an experimental basis. TV next year will consume about 25% of the radio budget.

Currently on the air for Miles California Co. under Mr. Clancy's supervision are, for Alka-Seltzer: *Alka-Seltzer Newspaper of the Air* on 45 Don Lee stations twice daily, six times a week; 71 chainbreaks weekly on 15 California and northwestern stations; for Nervine, about 50 chainbreaks weekly on 10 stations in the same area.

West Coast Placements

On television for Alka-Seltzer is the *Newspaper of the Air* on KNBH (TV) Los Angeles, now three nights weekly and to go five nights weekly Oct. 1; for One-A-Day Vitamins and Bactine, five participations weekly each on KLAC-TV Los Angeles plus three weekly spots on KRON-TV and KPIX (TV) San Francisco and KING-TV Seattle.

Geoffrey Wade Adv. handles the firm's advertising.

Miles is now seeking television programs for next year's placement. Although, according to Mr. Clancy, radio is now doing a better job on the Pacific Coast than television, an increase in the number of TV sets and stations in that area will effect a great change. For television, he asserts, is one of the "most effective advertising media."

As an example of TV's power he cites the increase in sales of 23% in the two-month period since the Alka-Seltzer *Newspaper of the Air* was put on television.

Frank Gilbert Clancy was born in Newburgh, Ontario (Canada). His decision to go into the drug business was made early.

After schooling in Newburgh, he studied pharmacy at the U. of Toronto and was graduated in 1908 with an impressive PHMB (Bachelor of Pharmacy).

His first paying job was with the Tamblyn Drug Store, Toronto, where he turned in 16 hours of work a day, seven days a week for $87.50 per month.

Two years later he left for Vancouver, B. C., to form, with another man, the drug importing firm of A. W. Young & Co. In 191 the development of World War I cut off imports and the firm found itself out of business.

Later that year Mr. Clancy joined the Princess Pat (light infantry) division of the Canadian Army. After almost five years overseas he was out of the service and back to the importing business. This time he joined the Brereton Importing Co., operating out of Vancouver and Portland, Ore. In 1923 the firm suffered a fate similar to that of his former partnership as import tariffs rose too high for its budget.

At that point he deserted Canada for the U. S., joining the Brunswig Drug. Co., Los Angeles, in charge of city orders. Four years later, a friend who was Miles Labs' West Coast salesman, was retiring from his job on doctor's orders and suggested that Mr. Clancy apply. Before he could get his application filled out, Miles' sales manager had come to Los Angeles and signed him for the job.

In that post he practically covered the West single-handed. He saw to it people were supplied with Alka-Seltzer from the Pacific Ocean on one side to Amarillo (Tex.) on the other, and vertically from the Oregon to the Mexican border.

In 1931 he opened up the Miles California Co.

Mrs. Clancy is the former Edith E. File, whom he met in England during his war service. They live in San Marino, near Pasadena, Calif.

Mr. Clancy's main hobby centers on two Scotch terriers, Sandra and Wendy.

His sole club affiliation is the Los Angeles Athletic Club, Golf is his pet sport—work, home, Sandra and Wendy permitting.

NEW COMIC AWARD

Auditions Slated Oct. 6

AUDITIONS for the Jimmy Durante New Comic Award will be held Oct. 3 by the Gagwriters Institute Comedy Development Center at Malin Studios, 225 W. 46th St., N. Y. Mr. Durante has been invited to attend.

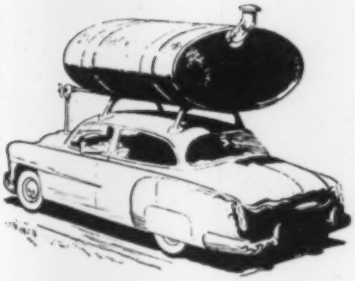
Competitions will be held through 1951 with the award to be presented to "The Most Deserving Young Comic" in January.

Arrowhead Names

APPOINTMENT of George P. Hollingbery Co. as sales representative of the six-station Arrowhead Network, effective Oct. 1, has been announced by W. C. Bridges, general manager of the regional group. Stations and their national network affiliation are: WISC (ABC) Madison, Wis.; WJMC (MBS) Rice Lake, Wis.; WEAU (NBC) Eau Claire, Wis.; WHLB (NBC) Virginia, Minn.; WMFG (NBC) Hibbing, Minn., and WEBC (NBC) Duluth, Minn.

Corporation taxes affect you, too!

1. Most of us figure that corporation taxes are someone else's problem. Maybe that's because we never pay them directly. Actually, we all pay some corporation taxes *indirectly* — in the price of things we buy. But there's more involved in corporation taxes than just paying them. Here's an example:



2. The average U. S. automobile uses 648 gallons of gasoline per year. So for each new car that is added to the American total, some American oil company has to invest about $521 in new facilities.* It takes approximately that much today in producing, refining and distributing equipment to supply the additional gasoline.

3. If we added only 2 or 3 cars to our American total each year this wouldn't present any problem. But last year we added almost 3 *million*. Naturally the oil companies, big and little, are always happy to build the new facilities that these new customers require. For it means new business.

*Sources: O.I.I.C., *"Report on Supply and Demand of Oil Products in 1951"*
A. P. I., *"Petroleum Facts and Figures,"* 1950

4. At Union Oil, for example, we plan to spend $60 million in refinery improvements alone during the next 4 years. For our economists estimate that we will need 23% more capacity by 1960 to meet our customers' needs. But here's the rub: Traditionally, about 80% of American oil companies' expansion has been financed out of profits.

5. Today those profits are being taxed at such a high rate, this expansion may be seriously curtailed. In fact, it might be slowing down already. Certainly, if taxes are raised much higher, two things will happen: (1) There won't be enough profits left to finance additional facilities; (2) the earnings of oil companies — and all U.S. corporations — won't be high enough to attract new capital for the purpose.

6. Without either profits *or* new capital, expansion of all U. S. corporations will simply have to stop. If that happens the whole nation's economic growth will be stunted — and *your standard of living* (along with everyone else's) will steadily decline. So corporation taxes aren't just "someone else's problem." They affect each individual in the nation, too.

UNION OIL COMPANY
OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil

TEMPORARY LICENSES *FCC Slowly Clearing*

WHITTLING PROCESS has begun on 200-odd stations that have long been on FCC's temporary license list.

Earnest of FCC's intent to clean up what everyone agrees has been a messy situation was apparent late last month when the Commission renewed on a regular basis the licenses of some 50 AM stations and 17 FM stations [BROADCASTING • TELECASTING, Sept. 3].

Next batch is to be cleaned up Nov. 1. Major group is to be taken "off the hook" Dec. 1, an informed FCC source indicated last week.

Reasons for the long delay in clearing up the temporary license situation are two, according to an FCC staff executive: (1) Reorganization of the broadcast staff of the Commission, which was completed only during the last six weeks; (2) lack of personnel—bound to get worse, incidentally, with a 10% reduction required by new Congressional legislation [CLOSED CIRCUIT, Sept. 17].

Some of the 150 stations still on temporary license have been in that uncertain state for a long time.

One station has not had its license renewed for a year—although it has been getting the usual 90-day extensions of temporary licenses.

What hurts broadcasters who are tarred with the "unrespectable" brush of temporary license status is a plain dollars and cents fact:

Competitors use their technically "uncertain" status to sell against them.

To a few, this stigma has actually translated into loss of income.

Of the 150-odd stations still on temporary license, some 40 are FM stations, only four are TV stations.

Reasons for the abnormal number of stations on temporary status are several.

The Commission's inquiry into the broadcasting of horse race results is a primary reason. The largest number of stations on temporary license are in that predicament because of the study.

Horse race program inquiry was touched off when the Commission voted last year to revoke the license of WTUX Wilmington, Del., because its race track results allegedly were being used for gambling purposes [BROADCASTING • TELECASTING, Oct. 16, 1950].

WTUX appealed for reconsideration of the FCC's action and the petition still is pending.

Early in 1951, the Commission sent out a questionnaire to all stations asking detailed information on the broadcasting of racing results. Replies were requested by Feb. 12 [BROADCASTING • TELECASTING, Jan. 15].

As of this writing, no further move has been made by the FCC, nor have any answers to the questionnaires been made public.

Next sizable number of stations on temporary license are those involved in the FCC's anti-trust study.

Although the Commission last March decided not to set a general policy respecting licensees or applicants who have been cited for anti-trust violations but to take them up on a case-by-case basis [BROADCASTING • TELECASTING, April 2], the FCC still has to clear a number of big-name broadcasters.

These include Westinghouse and General Electric stations.

The Paramount-DuMont stations—which also were placed on temporary license in view of the former's involvement in the celebrated motion picture anti-trust suit—are now set for hearing on that question, as well as on questions of movie and radio-TV competition, etc. [BROADCASTING • TELECASTING, Sept. 3, Aug. 20, 13].

Situation in FM

A sizable block of FM stations are on temporary status pending the outcome of the FCC's study of "special services."

The functional music study was begun early this year when the Commission queried four FM stations, implying "planned programming" might be considered nonbroadcasting as well as a delegation of licensee responsibilities [BROADCASTING • TELECASTING, March 12, Feb. 5].

Transitcasting is not an issue in the FCC's temporary license policies at the present time. The question is now before the Supreme Court on a writ of *certiorari* from the U.S. Court of Appeals for D. C. decision outlawing "announcements" [BROADCASTING • TELECASTING, Sept. 3, Aug. 13].

The report on functional music is expected to be issued shortly by FCC.

By far the largest number of stations on temporary license are in that position because of a host of minor reasons. These include such things as complaints from labor unions, attacks on programs or program policies by citizens, engineering problems, lack of or incomplete financial data or other required reports.

The number of stations in the twilight zone of license status is not the highest ever—although the FCC staff acknowledges it is much more than is good for the industry or its own administrative pride.

The highest number of stations on temporary licenses was during Blue Book days in 1946. At that time, between 400 and 500 stations were on temporary license.

Even as late as the beginning of this year, many more than the 150 remaining on temporary license were in that state. That was due to the FCC's anti-trust policy study. A number were renewed for the regular period shortly after the Commission's decision to take the question up on a case-by-case basis.

Advertisement

HOW ON EARTH DO YOU DO IT?

How can an independent AM radio station pull such a huge audience against all major network competition? That's a familiar question to WIRC, but always a good one . . . because our 42.6% average share-of-audience delivers more listeners per dollar than any other competing station. In fact, WIRC delivers this multitude of loyal, responsive, money - spending Carolina Tar Heels at costs as low as 24.6 cents per thousand.

Unbelievable? No . . . not when you see our 1950 audience survey report and accompanying cost - per - thousand listeners breakdown, the latest data available on our $267.5 million market . . . with 114,866 radio homes.

But, HOW do we do it? Well it's simple, though not easy. It's with PROGRAMMING — the kind of tailor-made, sparkling, imaginative programming that requires hard work from everyone on WIRC's smart staff. (BROADCASTING • TELECASTING, Sept. 10, Page 46). Major ingredients: on-the-spot area news coverage thrice daily to supplement the AP; the music most Tar Heels want to hear WHEN they want it, and such fascinating live shows as "Swap Shop," "Woman's World," "Stork Club" and "Lillie Anne," which features a picturesque girl hillbilly disc jockey.

We do it with coverage, too. A combination of frequency (630) and power (1,000) gives us the strongest station between Charlotte and Winston-Salem on one side, and Asheville on the other. After you've bought those three markets, you still have a hole between them. But, WIRC can fill the gap, and fill it completely and effectively. Completely with our dominating signal strength . . . and effectively with our commonsense programming, which results in proven audience.

When you're buying a schedule in North Carolina, you might not even consider Hickory as a market in itself. Hickory, however, is just a "jumping off place" for WIRC. Our primary signal blankets 9 counties, a large part of which cannot be effectively covered by any other station. Asheville, Winston-Salem and Charlotte are all within our 0.1 mv/m contour, plus healthy segments of Virginia, Tennessee and South Carolina. So, we suggest you buy good stations in Charlotte, Winston-Salem and Asheville; then add WIRC for a small additional amount of money. Thus, your coverage picture of Piedmont and Western North Carolina is absolutely, geographically complete, without any holes in your primary, intense coverage picture.

Our Representative, Joseph Hershey McGillvra, Inc., will be glad to tell you more about WIRC, serving North Carolina's Piedmont from strategically-located Hickory.

SIMMONS NAMED

Vice President of Blair

ELECTION of David N. Simmons as a vice president of John Blair & Co., New York, radio station representative, was announced last week by Richard D. Buckley, president.

Mr. Simmons

Mr. Simmons, who has been an account executive in the New York and San Francisco offices of Blair since 1947, will continue to service a limited group of agencies, but will have direct contact with major advertisers as his principal assignment.

Entering radio in 1929 with KLZ Denver, Mr. Simmons since then has participated in all phases of programming, production and sales with KLZ Denver, KSOO Sioux Falls, S. D., KDYL Salt Lake City, KSJO San Jose, Calif., and KNBC San Francisco.

Mr. Simmons' appointment, it was pointed out, is in line with recent changes and expansion within the Blair organization.

NATIONAL NIELSEN* RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

Extra-Week, August 12-18, 1951
Evening, Once-a-Week

RANK	PROGRAM	HOMES %
1	Romance (CBS)	6.8
2	Mr. & Mrs. North (CBS)	6.6
3	Dr. Christian (CBS)	6.5
4	FBI in Peace and War (CBS)	6.3
5	Big Story (NBC)	6.1
6	Dragnet (NBC)	5.8
7	Pursuit (CBS)	5.6
8	Philip Morris Playhouse (CBS)	5.6
9	The Bickersons (NBC)	5.3
10	Big Town (NBC)	5.3

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyrigh 1951 by A. C. NIELSEN Co.

NEWS AND VIEWS OF COAL

A MONTHLY REPORT TO EDITORS

AUTOMATIC "PUSH-BUTTON" PLANTS PREPARE COAL FOR MARKET.

Modern coal-preparation plants very nearly approach the ideal of automatic push-button factories. At the touch of a button coal flows into these plants and through complex machinery where it is cleaned, sized, graded, and treated. In one such plant, recently completed and costing several million dollars, a force of only 18 men can turn out 650 tons of scientifically-prepared coal per hour! Today 40% of the raw coal from America's mines is prepared to meet industry's specifications before it goes to market.

COAL RESEARCH AIDS FARMERS.

In an industry-wide research program coal companies have developed a portable heater especially designed to cure farm crops right in the barn. The heater blows streams of warm air through newly harvested crops, enabling the farmer to dry them quickly and avoid costly loss through moisture damage. The development of this new coal heater is good news to farmers because it will be much safer and less expensive to operate than similar gas or oil heaters.

MINERAL SUFFICIENCY GROWING ONLY IN SULPHUR, SALT, AND COAL.

Of all the important industrial metals and minerals mined in America, the nation's self-sufficiency is increasing only in three major fields—sulphur, salt, and coal. So says a recent report by Secretary of the Interior, Chapman. This means that of all the fuels, coal is the only one that has been able to keep pace with growing demand. And because coal is so abundant, America will remain self-sufficient in this basic fuel for many hundreds of years to come.

PER-CAPITA CONSUMPTION OF COAL RISING.

America's standard of living is increasing year by year. There are more refrigerators, more automobiles, more electricity—more comforts and luxuries of every type. To supply these things in ever greater quantities takes more and more coal each year. In 1900 it took 3½ tons of coal per person per year to maintain the standard of living. To support today's higher standard of living requires 3¾ tons per person per year. America's growing population and expanding industry now require more than double the amount of coal mined in 1900.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

TOWN HALL POST

Denny Drops Presidency

REORGANIZATION of Town Hall Inc., eliminating the presidential office held by George V. Denny Jr. but with Mr. Denny slated to continue as moderator of ABC's *America's Town Meeting of the Air*, was announced last week by The Rev. Robert I. Gannon, S.J., acting chairman.

The former functions of the presidency were divided, with William R. Traum named director of radio and television and Dr. Thurston J. Davies appointed director of educational activities. They will report to a chairman yet to be named.

The reorganization was designed to meet Town Hall's "Two problems of an almost entirely different nature," Father Gannon said. These are "to maintain the national leadership of the town hall type of community discussion which has been created by *America's Town Meeting* over a 16-year period," and to administer "a lively center of the arts and social sciences . . . primarily for the resident of New York."

Father Gannon said Mr. Denny "has made a distinguished contribution to free public discussion of important issues," and that he "advised Town Hall, following the reorganization, that he is prepared to offer his professional services in the development of Town Hall's use of television. . . ."

ADVERTISERS GET AWARDS

XL Sponsors Honored With Bronze Plaques

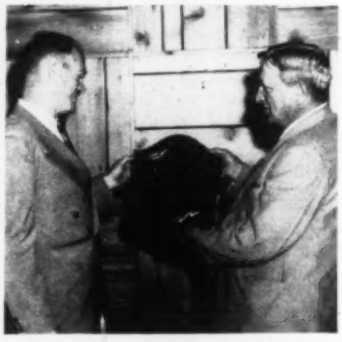
SEVEN XL stations in the Northwest are paying tribute to long-time radio advertisers with presentations of bronze plaques.

Early this year, Ed Craney, president of KXLY Spokane, advanced the idea that long-time advertisers should share with radio the credit for informing and entertaining the public.

After discussion with other radio veterans, a non-profit organization, American Radio, was formed. This organization now has offices at 347 Madison Ave., New York.

Heading American Radio is former Sen. C. C. Dill, who helped write the 1934 Communications Act. Other executives are Carl Haverlin, BMI president; Otis Rawalt, veteran station representative; Sol Taishoff, editor-publisher of BROADCASTING • TELECASTING, and Mr. Craney.

Annually the XL stations give a series of dinners in each of their towns to which advertisers and agency personnel are invited. This year the meetings began in Spokane, went to Portland, then to the XL outlets in Montana—KXLL Missoula, KXLF Butte, KXLQ Bozeman, KXLJ Helena and KXLK Great Falls.



John Boothe, Brown-Johnston Co., receives a plaque from former Sen. Dill at the KXLY dinner.

* * *

At the Spokane dinner last Wednesday, 22 plaques were presented. On behalf KXL Portland, 10 plaques were presented Thursday. In Montana tonight, 27 plaques are to be given out at a dinner sponsored by KXLF. Each plaque bears a star for every five-year period of uninterrupted broadcasting by the advertisers. In Missoula and Great Falls plaques will not be distributed because XL stations there are new and five-year accounts have not developed.

Mr. Craney, paying tribute to sponsors, said, "If it were not for consistent long-time advertisers, American radio would have become unknown or today, as in other countries, it would be government operated. The advertising dollars from these and other firms makes possible the continued operation of this finest of all—a competitive free system of radio broadcasting."

Discloses ARBI Findings

At each of the dinner-meetings, the XL stations reveal results of their ARBI surveys. The survey reportedly shows that in the markets measured, 54.5% buy from radio, 33.2% buy from newspapers and 12.3% buy from both. As a gimmick, a folder is given away with 12 cents in a tiny cloth sack to dramatize that 12.3% of the potential buyers can be reached by either sight or sound advertising. This segment of the buying public, the gimmick points out—"Was In The Bag."

A full-color, Hollywood-produced sound film, "The Magic Key," is shown. It tells how advertising has aided mass production and helped build America.

Each firm that receives a plaque also is given a letter from American Radio signed by Mr. Rawalt which, in part, states:

> **The dollars you have invested in radio advertising, we realize, have been well invested, have paid you dividends, or you would not have been a consistent user of air time. . . . Your invested dollars have done far more, however, than bring customers to your firm.**
>
> **Radio listening is free in the United States because the costs of broadcasting have been borne by the advertiser. No matter how small radio advertising budget, a porti of every dollar invested in radio a vertising helps pay for education charitable, and cultural non-sp sored programs.**
>
> **We feel your contribution to American system of free radio meri notice and should be known by yo fellow townspeople and those y serve. We, therefore, are happy present you with this bronze Pub Service Radio Award.**

G-E TUBE CLINICS

To Bid Custome

GENERAL ELECTRIC tube partment sales and engineeri personnel are bringing the G tube development story directly company customers in a series tube application clinics.

Groups of G-E representati are visiting plants of major t customers for half-day meetin with customer engineering a purchasing staffs.

G-E believes this informati program to be the first of its ki in the electronics industry.

The meetings are designed give the customer detailed inform tion on new tube developmen tailored to each customer's nee and interests.

John E. Nelson, sales executiv explained that the clinics enab customer engineers to get firs hand knowledge of tube progre

Mr. Nelson revealed that event ally it is planned to conduct abo 20 such meetings each year, co tacting all major industrial tu customers about once annually keep them up to date on tube i provements.

In addition, G-E plans to rea smaller customers through ar meetings.

Series of clinics was planned Mr. Nelson in conjunction with A. Bradford, manager of adverti ing and sales promotion of the tu department.

TEXAS STATE

Adds 3 CBS Outle

THREE CBS stations have be added to the Texas State Ne work, Gene Cagle, TSN preside and general manager, has a nounced.

The additions—KTRH Houst (50kw), KWFT Wichita Falls kw) and KLYN Amarillo (1 kw) bring the membership up to stations and give the netwo 1,825 airline miles of permanent leased wires, Mr. Cagle said.

TSN started operations Sept. 1 1938. Mr. Cagle, formerly manag of KFJZ Fort Worth, the ne work's key station, was made pre dent of TSN in 1944. Charlie Jo dan is vice president and Da Drake, sales manager.

The regional group now has ou lets from three of the four maj national networks: 11 ABC st tions, five MBS stations and thr CBS stations.

$ee $omething?

LOOK AT SAVANNAH!

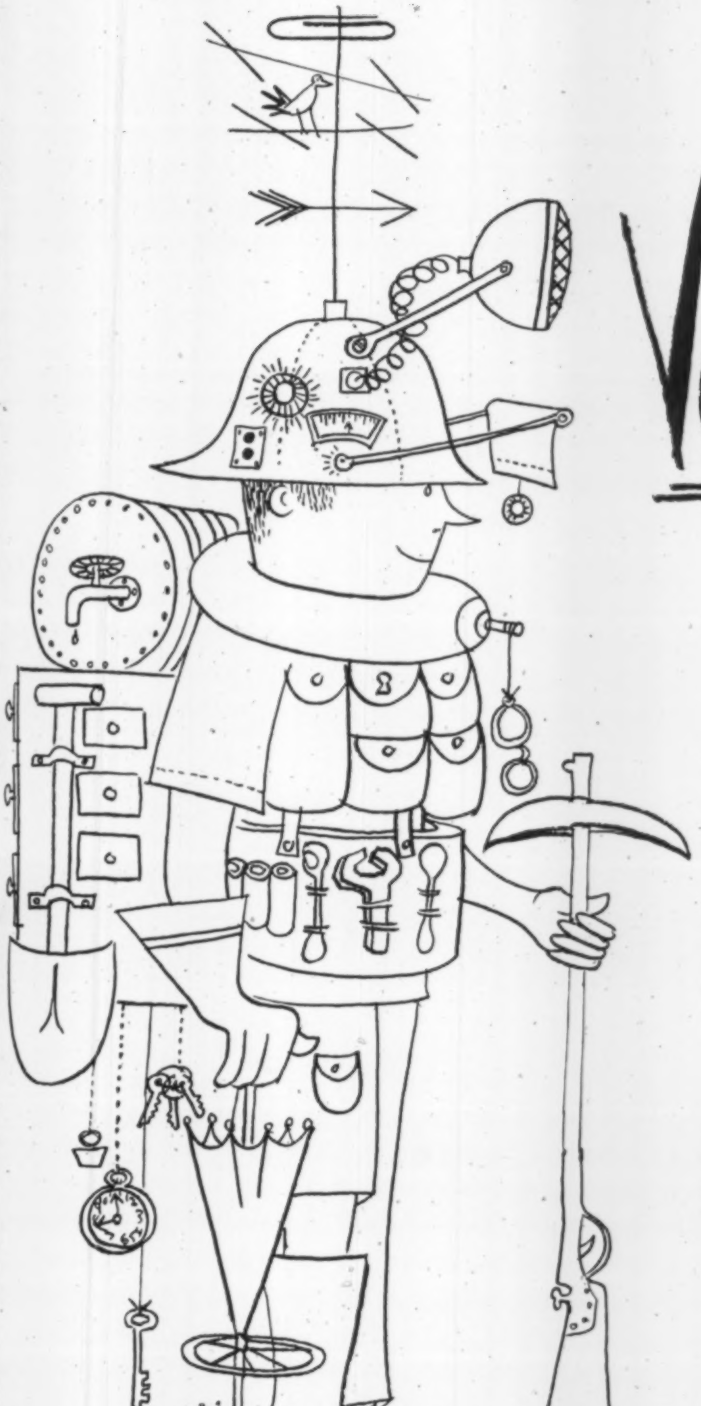
LOOK AT THE No.1 STATION!

The Most Audience In the Most Important Places — Savannah and the Savannah Area.

See any Katz Man For Full BMB Story

WTOC
SAVANNAH, GEORGIA

GEORGIA TRIO
CBS RADIO
NETWORK
SAVANNAH
CBS



MICROGROOVE—
today's shining
example of
Versatility

Columbia Microgroove Discs adapt to many uses—cut costs in half!

These important features explain the practical, varied uses of Microgroove records in the 10- and 12-inch sizes:

10" Microgroove—Full 15 minutes per side. One complete quarter-hour show. Three 5-minute shows

12" Microgroove—Full 25 minutes per side. One half-hour open-end show. Six 3-minute musical selections or equivalent.

Both are ideal for recorded talks, sales messages, promotion recordings, etc.

5 All-Around Microgroove Advantages

- Cuts costs . . . as much as half!
- Smaller disc . . . *more* program time!
- Big savings on packing and shipping costs!
- Famous Columbia Quality throughout!

CASE HISTORY #3*

See how one client saved 46% on a single 15-minute institutional program distributed to over 2400 AM, FM, and TV stations.

	old 16" Transcription	new 10" Microgroove
Processing.	$ 30.00	$ 20.00
Pressings.	2,661.75	1,267.50
Packing.	456.30	304.20
Shipping.	532.35	380.25
	$3,680.40	$1,971.95

*Full details on request

CALL, PHONE OR WRITE:

COLUMBIA *Microgroove* TRANSCRIPTIONS

Los Angeles—8723 Alden Drive, BRadshaw 2-5411 • **New York**—799 Seventh Ave., Circle 5-7300 • **Chicago**—410 North Michigan Ave., WHitehall 4-6000

Trade Marks "Columbia," "Masterworks," Reg. U. S. Pat. Off. Marcas Registradas

WSAZ
HUNTINGTON, WEST VIRGINIA
One of the Nation's Oldest Stations

MORE LISTENERS
Than All Stations
Combined
IN THE
W. Va., Ky., and Ohio
Tri-State Area*
*by C. E. HOOPER.....1951

5000 WATTS—930 KC
ABC PROGRAMS

Represented by
THE BRANHAM COMPANY

WSAZ-TV
Channel 5
EXCLUSIVE
Coverage
OF THE
HUNTINGTON
CHARLESTON
TV MARKET
ABC—CBS—NBC—DTN
Represented by
THE KATZ AGENCY

GOODWILL STATIONS *File Program Policies*

REPLY of Mrs. Frances S. Richards to FCC's request for clarification of the program policies of the late G. A. Richards' stations was received last week [BROADCASTING • TELECASTING, Sept. 10].

In her statement, Mrs. Richards, executrix of the estate of her late husband, said that the Goodwill stations (KMPC Hollywood, WJR Detroit, WGAR Cleveland) had been abiding since June 23 when she filed applications for the stations' transfer and would thereafter abide by a declaration of principles and that "there will not be in the future, any policies, or instructions or directives to officers or employes of [KMPC, WJR, WGAR] or any other actions or attempts of any kind, directly or indirectly tending in any way:

"1. To present news broadcasts in a manner designed to give a biased or a one-sided presentation of the news.

"2. To broadcast false news concerning particular issues or persons.

"3. To broadcast editorials of daily newspapers as news items and without identification of such editorials as such.

"4. To discriminate in news and other broadcasts in favor of any political causes, groups, or candidates as against the interests of other political causes, groups or candidates, or

"5. In any manner to promote or further any private political, social or economic views and interests of any officer, director, stockholder, or employe of [KMPC, WJR, WGAR]."

The FCC asked Mrs. Richards to clarify the Goodwill stations' program policies because in her transfer application she had answered "No" to the question whether there would be any changes.

Since the program policies of the Richards' stations had been in question during a six-month-long renewal hearing by the Commission [BROADCASTING • TELECASTING, June 19, 1950 et. seq.], her answer aroused the curiosity of the FCC.

Dismissal of the charges of bias and news slanting in the renewal cases was recommended by Hearing Examiner James D. Cunningham last June shortly after Mr. Richards' death [BROADCASTING • TELECASTING, June 18].

FCC General Counsel Benedict P. Cottone and Broadcast Bureau Chief Curtis B. Plummer objected to the examiner's report early in July [BROADCASTING • TELECASTING, July 9].

The Commission now has a number of choices. It can (1) accept the examiner's recommendation to dismiss the case; (2) refuse to accept his recommendation and require him to issue a finding; (3) accept the examiner's recommendation that the case be dismissed, but write an opinion expressing its own sentiments on the charges.

ATOM MEET CITED

By Coy, Miller, Fellows

PRAISE for the first broadcasters' atomic energy seminar scheduled Sept. 28-29 at Ames, Iowa, has been extended to the Iowa Radio News Assn. by FCC Chairman Wayne Coy and NARTB Chairman Justin Miller and President Harold Fellows [BROADCASTING • TELECASTING, Sept. 17].

Iowa radio newsmen and, by invitation, daily paper editors, are to hear top Atomic Energy Commission officials discuss developments and problems.

"The event you are planning is of great significance to the broadcasting industry," FCC Chairman Coy told IRNA.

"The presentation of information concerning atomic energy is one of the most important challenges confronting American broadcasters today," Mr. Coy said.

NARTB Chairman Miller said organization of the seminar "reflects high credit on your broadcasters."

NARTB President Fellows noted, "It is particularly fitting that Ames should be your meeting site, since it was at Iowa State College where scientists first succeeded in mass-producing uranium, a major step toward developing the atomic bomb of World War II."

Ben Chatfield, WMAZ Macon, Ga., president of the National Assn. of Radio News Directors, wrote IRNA:

"I am not at all surprised about you fellows in Iowa scoring such a 'beat'. You have done something that every other state news association should do as soon as possible."

Luther Hill, vice president of the Cowles Broadcasting Co. (KRNT Des Moines, WNAX Yankton, S. D., WCOP Boston, Mass.), and vice president and publisher of the Des Moines *Register and Tribune*, will serve as master of ceremonies at a banquet to be held in connection with the seminar.

Community Chest

WAYNE TISS, vice president in charge of Hollywood office, BBDO and Nate Tufts, also of that office have been named co-chairmen of the annual four network Community Chest kickoff show Sept. 30. Program will be heard 10-10:30 p.m. (EST) originating from Hollywood. Producer will be Hilliard Marks, producer of CBS *Jack Benny Show*. Glenn Wheaton and Sam Perrin will write script. Talent is being secured through Hollywood Coordinating Committee.

in Omaha
KBON SELLS MORE MERCHANDISE

ARBI the Advertising Research Bureau, Inc., recently posed questions to shoppers in a department of The Aquila, Omaha, an exclusive ladies' ready to wear store, to determine the relative effectiveness of equally budgeted radio and newspaper advertising. After interviewing those people who had purchased, or inquired for the test merchandise, ARBI's computed figures showed:

	Radio KBON	Newspaper	Both	Other	Total
% Traffic	**46.7%**	13.3%	6.7%	33.3%	100.0%
% Purchasing Merchandise	**42.9%**	25.0%	50.0%	....	26.7%
% Dollar Value of Purchase	**86.7%**	10.9%	2.4%	....	100.0%

Buy KBON . . . the Station That Gets Results!

KBON CARRIED ADVERTISING FOR 248 LOCAL MERCHANTS IN THE FIRST SEVEN MONTHS OF 1951

KBON
INLAND BROADCASTING CO.
WORLD INSURANCE BLDG., OMAHA
Paul R. Fry, Pres. and Gen'l Sales Mgr.
John E. Pearson, National Repr.

ILL RECORDING

Use of Facility Expanding

ME 30-35% more members of the Senate and the House will be ing the facilities of the Joint Senate-House Recording Facility during e coming campaign year, it was revealed last week.

Disclosure was made during Senate debate on the legislative appro-ations bill (HR 4496), which the per chamber passed and sent to nt conference.

Estimating the increase, Robert Coar, the facility's coordinator, d the figures do not include any ditional activity such as film for evision.

Mr. Coar asked the Senate for ditional money to pay for a third gineer. The facility makes plat-s for Congressmen for local sta-n use. The Senate approved the rease. It must be agreed to in nate-House conference.

The facility, which has a net worth of $153,535.45, has cash in the bank amounting to more than $100,000, it was revealed. Mr. Coar said the operation is self-supporting and does not require taxpayers' money.

The extra engineer, Mr. Coar pointed out, would keep pace with an expanded operation which has climbed to a servicing of 38 Senators and about 150 House members. When the facility was set up in 1947, three engineers, a studio director and a bookkeeper were engaged on the House payroll. The coordinator (Mr. Coar) is paid by the Senate.

Weekly individual shipments of broadcasts amount to about 700 platters and tapes, Mr. Coar estimated.

Douglas Article

In a New York *Times* magazine article (Sept. 16), Sen. Paul H. Douglas (D-Ill.) noted that the disc system was a direct way for the lawmaker to keep in touch with the voter in the home district. Average cost for a recording (at the joint facility) is "approximately $3 so that a five-station program will cost $15 and a 10-station program approximately $30," Sen. Douglas said.

"The stations will play these records in between election times without charge as a public service feature, so that a Congressman can, therefore, get a reasonable radio coverage inside his district for $300 a year and a Senator for perhaps $750," the Senator said.

Forme Sen. Arthur Capper (KCKN Kansas City), according to Sen. Douglas, probably was the most effective of any Senator in his radio talks.

ULSA CAMPAIGN

Johnston Appointed

ILLIAM W. JOHNSTON, vet-an publicist, has been named ecutive secretary of the Associated Tulsa Broadcasters, to aid in conducting the association's drive to re-awaken appreciation of radio.

r. Johnston

Announcement was made last week following a meeting of Tulsa broadcasters at which details of the joint promo- effort were settled. Both De-t and Tulsa are conducting io promotion drives [BROAD-STING • TELECASTING, Sept. 17, . 20].

Mr. Johnston, a former army jor, was promotion manager of VOO Tulsa, from 1946-1947, fol-wing his release from service. e left Tulsa to do publicity and ecial promotion work for Bob ope. Later he was an executive blicist for Paramount Pictures d was associated with Steve annagan.

In recent years, Mr. Johnston d been head of publicity and pub- relations for Brooke, Smith rench & Dorrance and Marschalk Pratt. Recently he has devoted s time to raising cattle on his lahoma ranch.

Present at the Tulsa organiza-onal meeting were Lawson aylor, general manager of FMJ; Jim Neal, KAKC man-ger; Jim Meyerson, KRMG gen-al manager; L. A. Blust, KTUL mmercial manager; Bill Way, e association's chairman and VOO general manager. Also presenting KVOO were Gustav randborg, commercial manager; om DeVore, program director, d Bill McClarin, promotion man-er. Don Watts, Benton Fer-son and Don Mitchell were pres- for the association's ad agen- Watts-Payne Adv., Tulsa.

Glenn Miller Shows

GLENN MILLER estate through Miller Transcriptions, 1459 North Seward, Hollywood, Calif., is making available for sponsorship the library reference records of all radio broadcasts transcribed by the late Glenn Miller and his orchestra. The orchestra leader never returned from a World War II air raid. There are 450 quarter-hour programs in the collection.

West Coast Pulse

SEATTLE Radio and Telepulse reports are to become a regular part of The Pulse Inc. services beginning this month. The Seattle Telepulse will be issued monthly and the Radiopulse bi-monthly. Also announced for September was a 25% increase in the Los Angeles Telepulse.

CANADIAN ASSOCIATION OF BROADCASTERS
C A B

It's a long way to Tipperary

Tipperary, Manitoba, we mean. As a matter of fact it's over 2,300 miles from the Atlantic coast and nearly 2,000 miles from the Pacific.

Because Canada is a big country, transportation is big business in Canada!

Operating revenue of railroads alone last year was close to a billion dollars. Airlines flew half a billion passenger miles. And road freight records are broken every year.

Then there's shipping! In the short open season the Welland Canal passes more ships through its locks than the Suez, Kiel and Panama canals combined.

But these distances create merchandising and advertising problems peculiar to Canada. Just to reach enough people with a sales message can be tough in many media. But not in radio.

In Canada—where as yet there is no television—radio is THE mass medium. Ninety-four out of every hundred Canadian homes have a radio and as many success stories testify radio provides an effective open sesame to this nine billion dollar market.

"In Canada, you sell 'em when you tell 'em!"

A message from the 103 member stations of the
Canadian Association of Broadcasters
whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St.,
Ottawa.

37 Bloor St. West,
Toronto.

ORSON
WELLES
IS BACK

suspense

The voice that captured the minds and hearts of millions . . . that charmed or shocked them at will . . . has returned to American Radio with a typical Welles production.

danger

Supported by superb dramatic cast, Orson Welles stars as Harry Lime, The Third Man, in "The Lives of Harry Lime."

intrigue

Suspense, Intrigue, Danger and . . . Romance . . . run high in 52 half-hour transcribed stories of the fabulous rogue made famous by Orson in "The Third Man."

and romance!

The great publicity value and positive audience acceptance of Orson Welles as Harry Lime, The Third Man, is open sesame to sponsorship.

Orson Welles is Back!

Background zither music by Anton Karas, composer of "The Third Man" theme, plus full orchestra directed by Sidney Torch.

produced by HARRY ALAN TOWERS

LANG-WORTH DISTRIBUTING CORP.
113 WEST 57th STREET, NEW YORK 19, N. Y.

Western Sales Representative
Walter B. Davison
14579 Benefit Street, Sherman Oaks, Cal.

Canadian Sales Representative
S. W. Caldwell Ltd.
80 Richmond Street West, Toronto

XUM

editorial

Radio is Sold on Radio

MBS HAS ISSUED a new booklet enthusiastially entitled "Radio—It's Wonderful" containng promotional announcements which it hopes ts affiliates and any other stations that choose will use frequently on the air.

The booklet, which Mutual describes as the irst shot of a continuing series, is another development in the growing movement to sell adio by reaffirming its values and its place in American life. It follows promotional action aken by the World Broadcasting System, which is supplying stations with material based on the theme, "Wherever You Go, There's Radio."

The World slogan was borrowed from the broadcasters of Detroit who coined it for their own sell-radio campaign. There are other similar city-wide efforts being made, and they are beginning to shape up into a truly national endeavor which we think is the nicest thing that has happened recently to and in radio.

Now nobody for a minute believes that a promotional campaign alone is a cure-all for anything, but in this case there is reason to be cheered because the campaigns are symptomatic of a rising spirit in the radio business.

In some quarters there was gloom not long ago. There is good reason to believe that the gloom has been largely overcome. Nobody is more quickly sold by a hard sell than the salesman himself. Indeed if he isn't sold on his product, he has slight chance of selling it to anyone else.

The invigorated promotions of radio these days indicate that radio is sold on radio. And that's important. The next step, selling it to more and more advertisers, will be easier to take.

Poor Willy Benton

NOW COMES Sen. William Benton, the candidate to succeed himself in next year's Connecticut senatorial elections, with his hand out. He wants stations to give him (and other "responsible" candidates for Federal office) free time to ease campaign costs.

We should like to inquire of the former Benton & Bowles partner precisely what he thinks the broadcasters are now doing. It has been traditional for the networks—and most of the stations—to allot sustaining time (even cancelling commercials) until after the political conventions in a campaign year. Probably on the average of 40 to 50 hours of time are so devoted, valued in the millions.

Moreover, are members of Congress, Federal officials and others in public life campaigning when they appear on such programs as the *American Forum of the Air*, *Capitol Cloakroom*, *Meet the Press*, or *Reporters' Roundup?* Are the Democratic and Republican committees campaigning when they designate spokesmen on the radio and TV networks or stations?

Nowhere in the record do we detect where Mr. Benton suggests that newspapers donate advertising space to "responsible" candidates. The newspaper practice for political ads is usually double the one-time rate, cash on the barrel head.

Who, in the judgment of Sen. Benton, would constitute "responsible" candidates? Mr. Benton repeatedly has described Sen. McCarthy as irresponsible, or worse. But the citizens of Wisconsin, who elected him to office, regard him as responsible enough to be their designated U. S. Senator. Certainly, Sen Benton's plan for a Radio-TV Censorship Board (by whatever label he may give it) won't win any popularity contests on responsibility among a freedom-loving people.

It's beyond us why Sen. Benton, reputed to be one of the wealthiest men in public life, should plump for more free time. The story goes that he made his first million before he was 30. Mr. Benton might profit from a re-reading of the Communications Act of 1934, which became law when he was the Benton of Benton & Bowles. He would find, we venture, that stations cannot give a "limited amount" of free time to "responsible" candidates; that they must treat all *qualified* candidates equally. And, in some states, Communists can and do qualify as candidates.

The more we hear of Willy Benton's views on things radio and TV, the more we become convinced that a little knowledge is dangerous indeed.

Let the Public Decide

YOU CAN always depend upon Congress to get into the act whenever the voter wails—particularly in an election year. There are ground-swells of legislative opposition to closed circuit sports telecasts in theatres, depriving the public of home reception of these events.

They want to pass a law to prevent those Midases of the theatres from gobbling up rights to the big prize fights. That's mostly window-dressing and is legalistic poppycock. The prize-fight industry is in the realm of private enterprise. Promoters have a perfect right to sell motion picture, radio, television, peanuts, popcorn and other franchises as they see fit and for what the traffic will bear.

This, however, isn't morally, nor necessarily legally true in the case of amateur sports. There we have the ingredient of institutions supported, in one fashion or another, by public funds. The tax-payer has some rights. The land grants were made by Congress. The Federal government, in many cases, pays part of the bill.

But a big covey of problems is intertwined in the large-screen theatre presentation of sports—almost all of them in the area of prudent business. The FCC, on the regulatory side, has yet to decide whether motion picture theatres should be permitted to use scarce TV frequencies for direct relay, to supply the limited requirements of a "box-office" type of business. At best they would play to audiences (at a price) limited by the size of the theatre. The statute says the spectrum shall be used for "larger and more effective" service to the public. Broadcasting by the American plan (whether it's radio or TV) does just that. Service is provided to all within ear or eye shot, without discrimination, and with no limitation on the size of the "house," no cashiers, ticket-choppers or ushers.

The issue which provoked the Congressional swashbuckling—and the public pandemonium—the Robinson-Turpin fight, may, ironically, provide the answer. In Cleveland—a sports and television-happy metropolis—they have a "TV Owners & Viewers League." The league simply decided to boycott the local theatre that had picked up the fight.

It's easy to fathom what that kind of approach would do if emulated in other cities. Ultimately the question which would confront the theatre entrepreneurs would be whether they would convert their establishments into arnica halls or arenas, thus risking the loss of regular movie-going patronage.

Radio has, and TV can, live very well without the commercialized, professional sports industries. The question is: Can the sports industries live without radio and TV?

our respects to:

JOHN OLIVER BLICK

A CHUBBY moon-faced young man stepped forward in the banquet hall of the Chateau Frontenac at Quebec last February to be the first recipient of the John J. Gillin Jr. Memorial Award subscribed to by members of the Canadian Assn. of Broadcasters.

It was as president of CJOB Winnipeg that the then 35-year-old war veteran, John Oliver Blick, received the award for his station's work for his community. An independent jury of non-broadcasting people in Toronto had picked his station from the entries of a large number of Canadian stations which had sought the honor.

Johnny Blick is one of Canada's postwar broadcasters. When he was discharged from the Royal Canadian Air Force after the war, he felt the city of Winnipeg, with two stations, could stand another. He applied for a 250 w station in Canada's fourth largest city and immediately got to work to hire a staff of war veterans and to rent space in one of the city's office buildings.

It was to be a hectic period in his young life. But let Mr. Blick tell it:

"I arrived in Winnipeg in August 1945 and had to stay at the best hotel at a hundred a week—thanks to an understanding banker.

"I finally found a location for the proposed station and took an option to lease when the present tenant moved. The present tenant, the Dominion government, decided to move earlier than expected and I had to exercise the option at $400 a month—thanks to an understanding banker.

"I needed a construction permit to start building and renovating. It arrived five months and $2,000 worth of rent later.

"But still no license from the Dept. of Transport to broadcast.

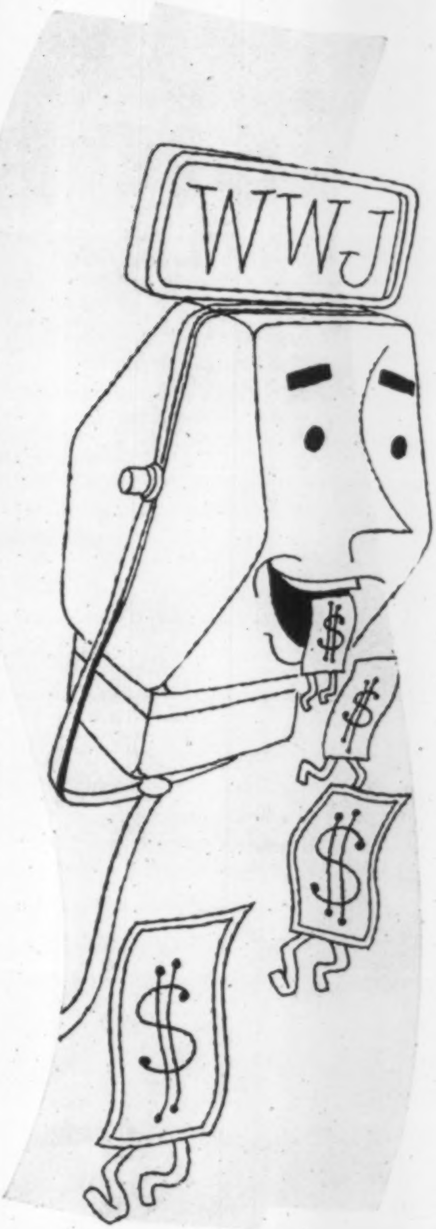
"I started construction and employing a staff, all from the armed services. By Feb. 27, 1946, with 39 on the staff, the station was ready, but still no license to broadcast.

"I flew to Ottawa, determined to stay there until the license was granted. Fortunately, after a few days at Ottawa, I was able to get the license and I flew back to Winnipeg with the valuable piece of paper in my pocket.

"On March 11, 1946, CJOB was on the air, 20 hours a day. Now we are on 24 hours a day."

John Blick had little experience in radio before his venture in operating CJOB. For a short time before the war he had been a continuity writer on CFRN Edmonton. From there he had branched out, with a $50 start from

(Continued on page 56)



Radio talks BIG in Detroit!

WWJ today has 1,262,500 radio homes in its primary coverage area, of which 728,500 are still (9-1-51) radio-only homes. Radio listening in television homes adds 40% to this audience. The net result is that today WWJ's *effective* radio audience is actually greater than in 1940.

Re-evaluated in terms of today's dollar you can buy the WWJ market now for *substantially less* per 1000 listeners than ten years ago.

That is why advertisers in Detroit choose WWJ.

FIRST IN DETROIT ***Owned and Operated by* THE DETROIT NEWS**

***National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY**

Associate Television Station WWJ-TV

WWJ AM-FM

Basic NBC Affiliate

AM — 950 KILOCYCLES — 5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

last-minute decisions

by these busy buyers can put a medium on or off the list

The advertiser has outlined the sales job; set approximate money limits.

(Late, of course. Fast-changing times. Tough policy decisions. You know!)

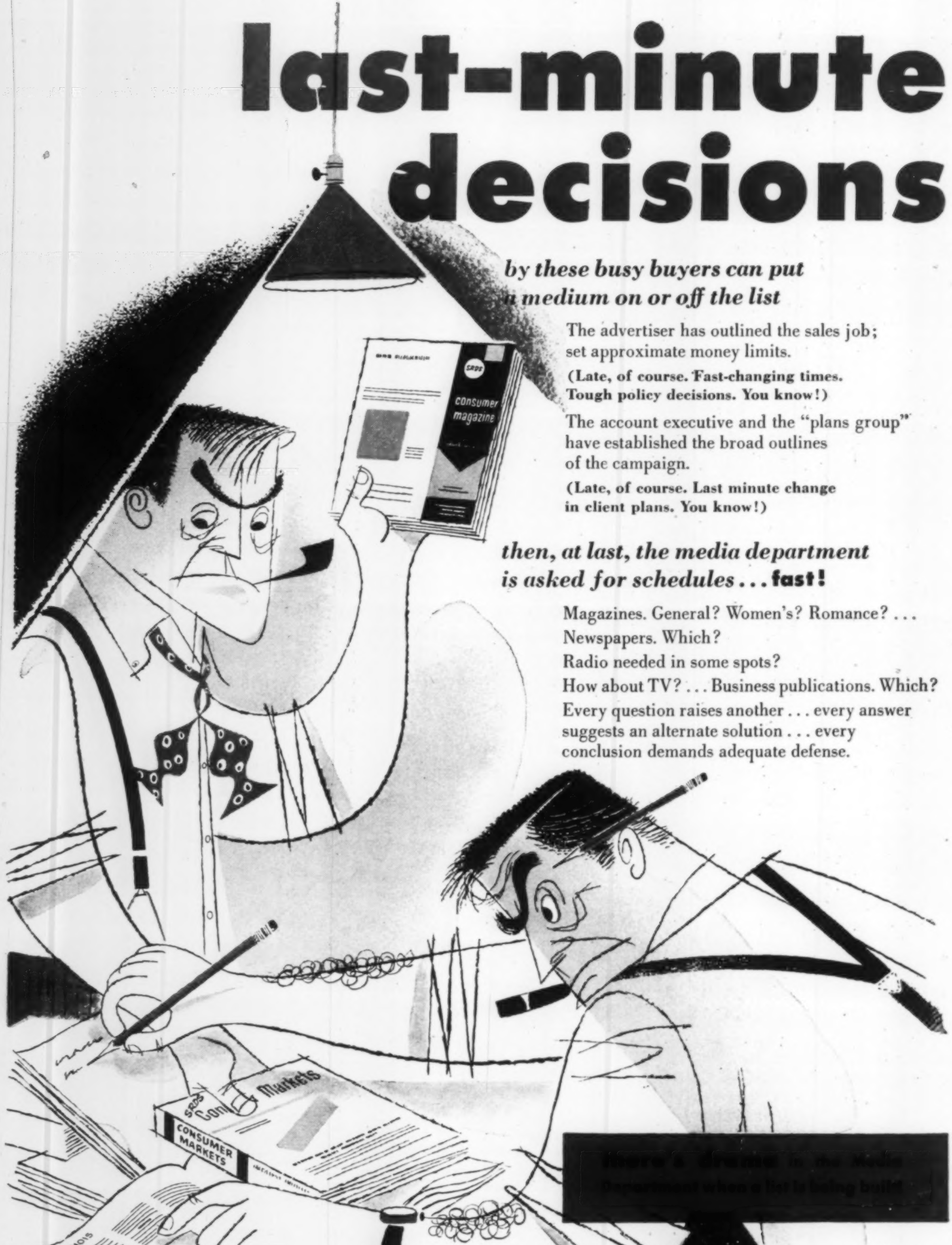
The account executive and the "plans group" have established the broad outlines of the campaign.

(Late, of course. Last minute change in client plans. You know!)

then, at last, the media department is asked for schedules . . . fast!

Magazines. General? Women's? Romance? . . .
Newspapers. Which?
Radio needed in some spots?
How about TV? . . . Business publications. Which?

Every question raises another . . . every answer suggests an alternate solution . . . every conclusion demands adequate defense.



there's drama in the Media Department when a list is being built

Out of this welter of activity the media men build a tentative program. Experience, supplemented by the calls of media representatives, helps them organize the broad outline. Facts and figures help them fill in the details. They have the tools of their trade close at hand; chief among them a set of Standard Rate & Data Service and CONSUMER MARKETS.

Note how the media men depend on and use these SRDS Services . . .

to study populations in sales territories
to check trends against client experience
to analyze coverage figures
to figure costs
to recommend specific publications; and/or stations
to list alternate selections

Much of this information comes from CONSUMER MARKETS. Much comes from the media listings in the separate SRDS books; data that has been painstakingly assembled by the SRDS staff; data that has to be accurate, reliable, and above all, *up to date.* These are the basic facts, uniformly arranged, uniformly presented.

but what about the media information that can't be standardized?

In the course of making their first eliminations—building their trial lists—the media department men need the fullest possible information about the things that make each publication or station different from its contemporaries—information that they cannot expect to find in the SRDS listing.

What is the comparative influence of these two papers in this market?

What kind of merchandising services does this station offer?

Which of these magazines carries the most food advertising?

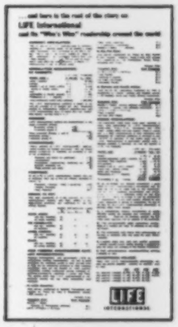
What is the nature of this business paper's particular readers—not by titles but by functions?

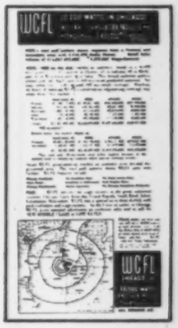
These, and dozens of questions like them, need answering, FAST. Seldom do the buyers have all the time they need to call in all the representatives they'd like to ask to dig out further information.

so, here's how Service-Ads help

Take a good hard look at the changes in Chicago
SUN-TIMES
In Chicago, the CHICAGO SUN-TIMES MOVES THE GOODS

MOTOR AGE
1950
MOTOR AGE
HEADQUARTERS





Last year, 970 publications, radio and TV stations supplemented the information in their regular listings in Standard Rate (and their markets' listings in CONSUMER MARKETS) with Service-Ads designed to remind buyers of the important *differences* about their media values that they've been registering through their promotion and their representatives' contacts. Thus they keep *wanted* information instantly available—on the spot—to help the media buyer when he's on the spot.

It helps sell space and time, to help buyers buy!

srds

STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function

Walter E. Botthof, Publisher
1740-48 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: CHICAGO • NEW YORK • LOS ANGELES • LONDON

publishers of **consumer magazine** advertising rates and data • **business publication** advertising rates and data • **national network** advertising rates and data • **radio** advertising rates and data • **television** advertising rates and data • **newspaper** advertising rates and data • **transportation** advertising rates and data • **A.B.C. weekly newspaper** advertising rates and data • **consumer markets**, serving the market-media selection function • **CM analyst,** a monthly market data interpreter

front office

RICHARD JENSEN, local sales coordinator in sales department WTCN-AM-FM-TV Minneapolis, appointed national sales coordinator for Ridder Stations (WTCN-AM-FM-TV, KILO Grand Forks, N. D., WDSM Duluth, and KSDN Aberdeen, S. D.) **DONALD N. BORGEN**, advertising sales staff Rapid City *Daily Journal*, succeeds Mr. Jensen at WTCN. **ROBERT A. HUELSTER**, manager of sales promotion Montgomery Ward Retail Stores, St. Paul, appointed to sales staff WTCN.

Mr. Jensen

ALEX BUCHAN, promotion manager and sales director WMAY Springfield, Ill., appointed general manager WMMW Meriden, Conn. **C. W. SHULTZ** appointed manager WMMW-FM.

JOHN LESLIE, director of programming and production WDGY Minneapolis, appointed assistant manager. He will also continue his present duties.

MERRILL L. CARROLL, advertising staff *Sunpapers*, Baltimore appointed commercial representative WCAU Philadelphia. He as with WBMD and WWIN both Baltimore.

GENE TIBBETT, manager WLOX Biloxi, Miss., appointed manager WVMI Biloxi.

WALTER J. TEICH, general manager KROS Clinton, Iowa, appointed general manager KOEL Oelwein.

RADIO & TELEVISION SALES Inc., Toronto and Montreal, appointed exclusive representative for CJSO Sorel, CHEF Granby, and CFDA Victoriaville, Que.

KFSA
Fort Smith
ARKANSAS

The
DOMINANT
STATION

. . . in the RICH Western Half
of Arkansas and East-Central Oklahoma

950 ON THE DIAL

Great Local Programming + ABC

Buy In A
Package
ONE ORDER
ONE BILLING

KBRS
Springdale
ARKANSAS

SPOT These, too!

KHBG
Okmulgee
OKLAHOMA

Here are three markets of PEOPLE with "money-to-buy" . . . Ask John E. Pearson Co., representatives, for full particulars.

Owned and Operated by SOUTHWESTERN PUBLISHING CO.
Don W. Reynolds, President
Publishers of: Southwest Times-Record, Fort Smith, Arkansas; Examiner-Enterprise, Bartlesville, Oklahoma; and The Daily Times, Okmulgee, Oklahoma.

THOMAS D. MITCHEL, commercial manager WRAL Raleigh, appointed commercial manager WIST Charlotte, N. C. Mr. Mitchel was with WCKY Cincinnati and WTIK Durham.

Mr. Mitchel

ROBERT McKEE, network sales manager for AM ABC Central Div., to NBC Chicago, as network radio account executive. He will handle the Miles account. No replacement has been named.

GEORGE COMTOIS, sales executive MBS, to radio network sales division ABC, as account executive, effective immediately.

JOHN E. PEARSON, N. Y., appointed national representative for WQXI Atlanta, WLOU Louisville, KVMA Magnolia, Ark., and KVOE Santa Ana, Calif.

JAMES J. CARR, WSYR-TV Syracuse, N. Y., named salesman WLWD (TV) Dayton.

ADAM J. YOUNG Inc., N. Y., appointed national representative for WAFB Baton Rouge, La.

CHUCK JOHNSON, salesman KGO San Francisco, to KVSM San Mateo, as San Francisco sales representative with offices at 26 O'Farrell, S. F.

JOSEPH M. MILLER, account executive KCBQ San Diego, to KFSD that city, in similar capacity. He succeeds **FRED FOSTER**, who resigned to enter securities business.

Personals . . .

JOHN F. PATT, president Goodwill Stations (WGAR Cleveland, WJR Detroit and KMPC Los Angeles), named member of Fenn College Corp., to represent the field of radio and TV. . . . **WILLIAM S. HEDGES**, vice president of integrated services, NBC, named vice chairman of YMCA centennial campaign's business and professional division, to supervise entertainment section including radio, TV, motion pictures, legitimate theatre, and sports. Proceeds from drive—to be conducted this fall— will be used for construction of new YMCA buildings.

CALVIN J. SMITH, general manager KFAC Los Angeles, and **FRANK KING**, sales manager KTTV (TV) Hollywood, named radio and TV chairman respectively for local American Heart Association 1952 campaign. **JACK WEST**, president West-Marquis Inc., is chairman of Public Information Committee, on which Messrs. Smith and King serve as subcommittee heads.

ARTHUR DURAM, assistant sales manager in charge of black-and-white television, CBS-TV, addressed Milwaukee Advertising Club on Sept. 20 on "Television—Teen-Ager of Advertising Media." . . . **TOM McFADDEN**, general manager KNBH (TV) Hollywood, elected secretary-treasurer Television Broadcasters of Southern California. He succeeds **HAAN J. TYLER**, who resigned when he left KFI-TV (now KHJ-TV) Los Angeles, to join KFI, as sales manager. Mr. Tyler had been KFI-TV manager, prior to station's sale and take over by Don Lee Broadcasting System [BROADCASTING • TELECASTING, Sept. 3]. . . . **DON FEDDERSON**, KLAC-AM-TV general manager is president of organization. **DICK MOORE**, general manager of KTTV (TV) Los Angeles continues as vice-president of TBSC.

CARL E. GEORGE, general manager WGAR Cleveland, re-elected vice president of public information of Ohio State Safety Council. . . . **J. R. POPPELE**, vice president in charge of engineering WOR-AM-TV New York, named to advisory council of Upsala College, East Orange, N. J. . . . **DORWIN BAIRD**, commercial manager CJOR Vancouver, will be guest speaker at Portland, Ore., Ad & Sales Club, Sept. 26. **KEN HILDEBRANDT**, sales manager KYA San Francisco, father of daughter, Jo Ann.

Respects

(Continued from page 54)

Dick Rice of CFRN, into the advertising agency field.

With advent of war, he joined the Royal Canadian Air Force in 1940.

Even with that little experience in broadcasting, Mr. Blick realized listeners want entertainment and news. With that idea in mind, he built the largest and most up-to-date record library possible when he opened CJOB. He subscribed to five library services and two news services.

CJOB now has two librarians working full time merely cataloguing, selecting and filing recordings. The station has a staff of special editors, reporters and newscasters.

The slogan of CJOB is "Working for Winnipeg" and it backs its slogan with deeds. It was the station's public service record that won the John J. Gillin Memorial Award.

From the first day of the operation, public service featured the station's schedule.

The first full week of operation was non-commercial. Instead of spot announcements and sponsored shows, tribute was paid by the staff of war veterans to the service clubs and to those who had worked to better the lot of the men and women in uniform. Over $4,000 in air time was spent on this gesture of appreciation by the staff of war veterans.

Wide Scope of Service

Since then public service has embraced every type of operation from the Red River flood of 1950 to helping a little boy locate his lost puppy. It has included raising money for a service club through amateur hour broadcasts, as well as the purchase and maintenance of two mobile X-ray units.

Every evening after 7:30 lost dog and cat announcements are made free on station breaks and sustaining programs.

John Blick's persistence in staying on the air at all hours to give service to his community also has won for his station two annual awards of the Canadian General Electric Co. The first was in 1947 for having the highest percentage of program hours on the air in his first year of operation. The station was off the air only 69 seconds, on a 24-hour-day operation. This was possible because CJOB has alternate circuits, spare lines, spare controls, duplicate transmitters, auxiliary power supplies and similar precautionary facilities.

The second award was for the 1950 Winnipeg flood broadcasts. The station broadcast for three weeks under a tent on the roof of the transmitter building which had been flooded to a depth of five feet. The transmitter was hoisted to the roof to continue to give uninterrupted service.

John Blick was born at Edmonton on Aug. 9, 1915. He was graduated from the University of Alberta as a teacher and began teaching in a rural school in 1933 at a salary of $50 a month of which half went for board and a janitor.

Teaching at $1 a day began to pall on 18-year-old John and after a year, he tried selling everything from jewelry to insurance.

He supplemented his earnings by playing the piano at dances. Then he tried a government job in the Alberta Treasury Dept., but decided there was not enough money in the treasury to attract him for long.

He got into broadcasting by accident when he was asked to write continuity for CFRN Edmonton. He recalls he did not even know what continuity writing entailed, but tackled his first assignment and was accepted after writing the copy on a borrowed typewriter. He stayed for a year because he liked the work.

Term in Agency Field

Attracted by the 15% commission which advertising agencies get for selling and writing copy, he went into that field and remained in it until he joined the RCAF.

He wanted to be a pilot but his teacher's certificate made him an instructor. However, he later had a chance to gather 2,000 hours of flying time in his RCAF career.

During the war, in 1943, he married Mary Elizabeth Hughes of Edmonton. They have twin sons, Barry John and Brian Robert, born in November 1945, and a daughter, Barbara Elizabeth, born in May 1950.

At one time Johnny Blick had many hobbies, but now he has only time for golf and fishing, his growing family, CJOB and practically every public service club in Winnipeg. These include the Boy Scouts, St. John's Ambulance, Winnipeg Ballet, Kiwanis, Empire Club, Winnipeg Executive Club, Sales and Advertising Club, Canadian Club, National Federation of Sales Executives and a few golf and social clubs.

N.J. RADIO INSTITUTE

Scheduled Sept. 27-28

FOURTH Annual Radio Institute, sponsored jointly by Rutgers U., State U. of New Jersey and the New Jersey Broadcasters Assn., will be held in Bridgeton, N. J., Sept. 27-28.

"Management Problems in Today's Radio Operation" will be subject for a Rutgers Forum, one of the institute highlights. Panel members for the off-the-record discussion, moderated by Wally Duquet of Rutgers, will include Harry Goodwin of WNJR Newark, Fred Bernstein of WTTM Trenton, and Thomas Tighe of WJLK Asbury Park. Discussion will cover personnel problems of small stations, what state broadcasters are doing in the field of human relations, short-term contracts and radio rate "chiseling."

EFFICIENCY FACTS
about the
Continental
315 TRANSMITTER

Special

CERAMIC COIL FORMS

In the Continental 315 Transmitter... all tuning inductances are wound on special ceramic coil forms.

★

These forms are unaffected by temperature or humidity...are proof against arc-overs...and have an extremely low power loss characteristic.

★

This type of tuning inductance complemented by our vacuum type capacitors results in the highest degree of circuit efficiency possible at the present state of the art.

PRODUCERS OF

Complete transmitters • Radio frequency inductors • Isolation inductors • Aluminum coupling cabinets • Antenna coupling units Power division and phase control units • Rectifiers - Amplifiers FM-AM Isolation units Arc-back indicators.

CONTINENTAL ELECTRONICS
MANUFACTURING CO.

New home of
CONTINENTAL ELECTRONICS
MANUFACTURING COMPANY

Continental Electronics

4212 S. BUCKNER BLVD   DALLAS 10, TEXAS   PHONE EVergreen 1137

OHIO AD CLINICS

Sawyer to Address 400 Delegates

COMMERCE Secretary Charles Sawyer will be top speaker at Ohio State U.'s eighth annual advertising conference Oct. 19-20 at Columbus, Ohio.

Before and after the Oct. 19 luncheon session, when Secretary Sawyer, president of WING Dayton and WIZE Springfield, Ohio, and purchaser of WCOL-AM-FM Columbus (subject to FCC approval), will make his address, clinics on radio and television advertising will be held.

Some 38 speakers and clinic chairmen from eastern and midwestern cities are slated to participate. Oct. 20 sessions are devoted to advertising organization affairs.

Co-sponsors of the conference with the school are Advertising Federation of America's Fifth District, city ad clubs and Ohio trade and professional associations. More than 400 ad executives are expected to attend.

Radio and television advertising clinics will be held Friday.

John Karol, CBS vice president in charge of sales, will make the keynote address at the radio advertising clinic. His topic will be "Adjusting Radio Advertising to Today's Conditions."

Panel members at the radio clinic will include John Hosch, vice president, J. Walter Thompson Co., New York; Ray Wunderlich, vice president, Cussins & Fearn Co., Columbus; Fred C. Brokaw, vice president, Paul H. Raymond Co., Chicago, and William B. Ryan, BAB president. Radio clinic chairman is to be L. A. Pixley, president, WCOL Columbus, and president, Ohio Assn. of Broadcasters.

Keynote speaker at the television advertising clinic will be Robert W. Reuschle, manager, timebuying department, McCann-Erickson, New York. Mr. Reuschle will speak on "How to Buy Television Advertising Today."

Members of the TV panel will include George Bolas, radio-TV director, Leo Burnett Co., Chicago; Robert W. Dailey, radio-TV director, McCann-Erickson, Cleveland, and Mort Waters, general manager of WCPO-AM-TV Cincinnati. Chairman of the TV clinic will be Victor A. Sholis, vice president and director, WHAS-AM-TV Louisville.

On Saturday, Elon G. Borton, national president, Advertising Federation of America, will extend greetings on behalf of his organization. That afternoon, most delegates are expected to watch the Ohio State-Indiana U. football game.

PLEASED that *Wild Bill Hickok* radio western being extended to full MBS are (l to r) Guy Madison, who fills title role; David Hire, packager of show; Paul Pierce, director; Andy Devine, co-star; Larry Hays, staff producer, and Wally Ruggles, Leo Burnett Co., L. A., agency for sponsor, Kellogg Co.

FLANKED by two top amateur golfers is John M. Outler Jr., gen. mgr., WSB-AM-TV Atlanta. Dorothy Kirby (l) WSB-AM-TV sales staffer, just won National Women's Amateur Title; Eileen Stulbs (r), holds Georgia State Women's title.

AT opening football high school game in Las Cruces, N. M.: (l to r) Howard Maudlin, chief engineer KOBE Las Cruces; Bill Ambrose, mgr. of C. R. Anthony Store, game broadcast sponsor, and Bob Bradley, KOBE sales.

MAL HANSEN (l), farm service dir., WOW Omaha, and leader of WOW's Farm Study Tour to East Coast and Canada, is interviewed by Ray Clark in special pre-departure broadcast. Nebraska Gov. Val Peterson (r) was on hand to bid 218 tour members farewell.

WCCC Hartford's Leroy, famous talking duck, presents $1,000 check to Col. John Reitemeyer, publisher, *Hartford Courant*. Check represents proceeds from annual party for underprivileged children's camp. (L to r) Ivor Hugh, Leroy's originator; William Haine, Sage-Allen Dept. store, Leroy's sponsor on *Kiddie Korner* program; Col. Reitemeyer; Judge Max Savitt, co-owner WCCC.

Keep in touch with progress

ARE YOU up-to-date on modern transmitter developments? Not unless you know all about the new Collins 300J 250-watt AM transmitter. Its ultra modern engineering carries efficiency to the present horizon of the radio art. Your nearest Collins office will be glad to furnish complete information. Write, wire or phone today.

In engineering progress, it's . . .

COLLINS

COLLINS RADIO COMPANY
Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 18

2700 W. Olive Ave.
BURBANK

1937 Irving Blvd.
DALLAS 2

Dogwood Road
Fountain City
KNOXVILLE

NARTB DIST. 8

Hits Sports Results Delays

RIGHT of sports promoters to withhold release of results was condemned by NARTB District 8 as the annual two-day meeting came to a close Sept. 14 in Detroit. The stand was taken after district broadcasters had spent two days discussing attacks on the medium by both private and governmental sources [BROADCASTING • TELECASTING, Sept. 17].

In taking the sports action District 8 delegates said widespread national public interest in athletic events presents radio and TV as well as newspapers with an obligation to give the facts to the public when they happen "and not at the whim of any porter." Press associations were urged to investigate the matter.

Following the two preceding district meetings, District 8 took a firm stand against the Benton legislation as a threat of government censorship of radio and TV. Delegates condemned rate reduction and extension of network commercial activity in the national spot field and urged resistance to rate-cutting tactics originating outside the industry.

Other resolutions commended Broadcast Advertising Bureau's operation under President William B. Ryan, endorsed BMI's clinics, and lauded NARTB President Harold E. Fellows and Chairman of the Board Justin Miller for their direction of the association.

Friday Sales Panel

A feature of the final day was a sales session conducted by Robert D. Enoch, WXLW Indianapolis. With him on the panel were Elmer Wayne, WJR Detroit; Gilbert I. Berry, WIBC Indianapolis, and Lester W. Lindow, WFDF Flint, Mich. Mr. Berry discussed value of proper preparation and presentation, citing a market in which a client with an $85,000 budget placed it all in radio though he had originally planned to use newspapers and car cards as well. He said the client was persuaded to use one instead of three stations, leading to a 52-week instead of 26-week campaign with only one station.

Mr. Wayne spoke of the danger of using ratings literally, citing a show with a zero rating that pulled more requests for a sports booklet in one week than a rated program had produced in five months.

Mr. Lindow gave examples of radio's pulling power, urging salesmen to ask non-radio advertisers to give them their toughest sales jobs. He cited a case in which WFDF sold a car of pork loin, mistakenly delivered to Flint, for Kroger Packing Co. Spots were used two days and by the end of the following day the entire car had been sold.

Members of the resolutions committee were John F. Patt, WJR Detroit, chairman; Mr. Lindow; William F. Rippitoe, WBOW Terre Haute; Edward G. Thoms, WKJG Fort Wayne.

Presiding at the sessions was District Director Richard M. Fairbanks, WIBC Indianapolis. Mr. Ryan commended Detroit broadcasters for their cooperative campaign to sell the radio medium [BROADCASTING • TELECASTING, Sept. 17].

Registration at the District 8 sessions included:

Allen, Hugh, Lang-Worth, New York; Ashbacker, Grant F., WKBZ-AM-FM, Muskegon, Mich.; Baughn, Edward F., WPAG Ann Abor, Mich.; Berry, Gilbert I., WIBC Indianapolis; Blackburn, J. W., Blackburn-Hamilton Co., Washington; Booth, R. M. Jr., WSAL Logansport, Ind.; Boucheron, Pierre, WGL Fort Wayne; Carpenter, Bob, MBS; Coe, Dee O., WWCA Gary, Ind.; Crosiar, Frank, WHOT South Bend; De Smit, Don, WKZO-TV Kalamazoo; Doherty, Dick, NARTB, Washington; Enoch, Robert D., WXLW Indianapolis; Fairbanks, R. M., WIBC; Fellows, H. E., NARTB; Fetzer, Pohn E., WKZO-AM-TV & WJEF Grand Rpaids; Fitzgerald, Harold, Sesac, New York; Fritz, C. D., Katz Agency, Detroit.

Giaimo, M., WJEF; Greenebaum, M., WSAM Saginaw, Mich.; Hardesty, Jack, NARTB; Hardy, Ralph, NARTB; Harlow, Roy, BMI, New York; Hart, Lee, BAB, New York; Higgins, Jim, WTHI Terre Haute; Jayne, Dan, WELL Battle Creek, Mich.; Kempner, Paul, World Broadcasting System; Kennedy, C. E., WANE Fort Wayne; King, Hal, WTTH Port Huron, Mich.; Kramer, Worth, WJR Detroit; Lee, Carl E., WKZO-TV; Lemon, Bob, WTTS-WTTV Bloomington, Ind.; Levi, Win, BROADCASTING • TELECASTING, Washington, D. C.; Lindow, Lester W., WFDF Flint.

Myers, Bill, WABJ Adrian, Mich.; Mills, E. P. Jr., WELL; Moore, Sibley, WJR; Myers, R. J., WIBC; McPhillips, Arthur, WJR; Nusbaum, Roland L., WKBV Richmond, Ind.; O'Harrow, John W., WKZO; Patt, John F., WJR; Rippetoe, William F., WBOW Terre Haute, Ind.; Quello, James H., WJR; Reilly, Bill, RCA Thesaurus, Chicago; Ryan, W. B., BAB, New York; Scherer, J. P., WHFB Benton Harbor, Mich.; Siebert, William, WJR.

Spencer, Lester, WKBV; Squire, Burt, BMI, Chicago; Swisher, Gerald, AP; Teegarden, Lewis, Standard Radio, Chicago; Thoms, Edward G., WKJG Fort Wayne; Wayne, Elmer, WJR; Weil, Bill, WTTH; Weis, Pierre, World Broadcasting System, New York; West Harley, WABJ; Wismer, John F., WHLS Port Huron, Mich.; Young, Bill, Lang-Worth.

CANADIAN RATINGS

Reported for August

ONLY THREE national evening network shows were listed in the Elliott-Haynes Ltd., Toronto, national rating report for August. These were *Mario Lanza*, with rating of 13.9, followed by *The Falcon* 10.3, and *Contented Hour* 9.4. Daytime the leading five shows were *Ma Perkins* 14.5, *Big Sister* 13.5, *Right to Happiness* 12.6, *Pepper Young's Family* 12.6, and *Life Can Be Beautiful* 11.9.

Leading five French-language evening shows were *La Pause Qui Rafraichit* 18.1, *Oswald* 16, *Jouez Double* 15.8, *L'Epervier* 14.2, and *Aube Incertaine* 10.2. Daytime leading five French-language shows were *Grand Soeur* 18.1, *Tante Lucie* 17.7, *Quart d'Heure de Detente* 17.1, *Rue Principale* 15.1, and *Maman Jeanne* 15.

AVAILABLE TRANSCRIBED FOR THE FIRST TIME!

Moonlight Serenade

GLENN MILLER'S MOONLIGHT SERENADE

featuring the original Glenn Miller orchestra
with Marion Hutton, Ray Eberle and the Modernaires

MILLER classics, many never before recorded

450 different 15 minute MILLER programs

the MILLER network name, yours locally

Here, indeed, is a rare availability. It comprises the priceless library reference records of all broadcasts transcribed by the late, great Glenn Miller and his Orchestra.

This is Glenn Miller at his finest, Glenn Miller who set a style that is so modern it's the most widely copied band in America today. This is the original Glenn Miller, the same orchestra and vocalists who were such a sensation through three years of coast-to-coasting for one of the nation's leading advertisers... with Glenn's own voice introducing many of the selections.

Here, indeed, is a great name plus great musical programs that add up to a great sales vehicle. In addition, it's an availability that has "network" written all over it except when it comes to cost so be sure to find out how easy it is to be first with GLENN MILLER'S MOONLIGHT SERENADE SHOW in your locale!

WRITE, WIRE OR PHONE TODAY

MILLER TRANSCRIPTIONS, INC.
• HOllywood 9-0987
1459 North Seward, Hollywood 28, California

XUM

For ears that pay attention
To products that you mention . . .

Ears that listen closely as they should,
Pick a station with variety

Where selling's steady-diety . . .
In Greater Grand Rapids, it's WOOD!

Why is WOOD a sensation?
Ask Katz for information.

In Greater Grand Rapids . . . the most ears are WOODpecked

- WOOD appeals to Greater Grand Rapids' most diversified audience
- Covers Michigan's largest inland market
- Gives you lowest cost per thousand
- Gives you best local programming and promotion
- Is Greater Grand Rapids' *only* 5000 watt station

For the best earful in Greater Grand Rapids ...

WOOD

GRAND RAPIDS, MICHIGAN
5000 WATTS • NBC AFFILIATE
•
Also WFDF — Flint, Mich., WEOA — Evansville, Ind. WFBM — Indianapolis, Ind.
National Representatives
Katz Agency, 488 Madison Ave., New York, N. Y.

AFN PRAISED

Wylie Completes Tour

THE ARMED Forces Network currently is drawing approximately 30,000 pieces of mail each month and is performing a man-size job with a handful of personnel. Additionally, it is serving to revive the faith and hope of down-trodden peoples throughout Europe and to instill a desire for the American way of life.

These convictions were expressed by Cole E. Wylie, owner and operator of KREM Spokane and KREW Sunnyside, Wash., on his return from Europe where he visited numerous radio installations.

Mr. Wylie took the month-long trip as a guest of the Air Force in connection with the activation of a new National Guard unit.

The Washington state radio executive compared the operation of AFN with that of American networks in the amount of program fare. He felt it is being as well received as the State Dept.'s Voice of America—and perhaps better.

AFN comprises about 20 stations, with six or seven of them serving as origination outlets. Programming is operated by American GIs. They are equipped, in some instances, with only threadbare equipment. Designed to entertain American military listeners, the network has found a ready audience among Europeans themselves, Mr. Wylie told BROADCASTING • TELECASTING. A goodly portion of the monthly 30,000 mail pieces come from Europeans, he said.

The advantage, he noted, is that while U. S. State Dept. programming is apt to be labeled as "propaganda," European listeners are naturally inclined to tune in on fare beamed especially for American military personnel.

Thus, in the manner of the young Communists who came to Western Berlin to watch American TV, their interest in programs not earmarked for them is whetted, and the network is indirectly accomplishing much propaganda-wise.

In comparing AFN operation with American networks, Mr. Wylie noted programming consists of transcriptions produced in the states, AP and UP wire services and other programs. Stations are equipped with tape recordings and adequate, if ancient, studio equipment. Some programming is done "live." GIs ride herd on production, script-writing, announcing and other chores.

AFN operates throughout Europe except France and perhaps one or two other countries. Mr. Wylie visited installations in Munich, Erding, Frankfort and Wiespaden. He reported consumer goods are plentiful in the Western zone of Germany.

The work of the AFN has not gone entirely unheralded. In a poll taken three years ago, AFN reportedly was preferred by many listeners over the BCC in a ratio of three and a half to one.

allied arts

WILLIAM H. BURNSIDE, assistant to David O. Selznick, and director of J. Arthur Rank organization on West Coast, to New York office of Affiliated Artists Representatives, as vice president in charge of sales, directing radio and TV program sales activities.

Mr. Amor

ADDISON C. AMOR named to station relations department Lang-Worth Feature Programs Inc., N. Y. Mr. Amor was with NBC in programming and production and served as eastern representative for NBC Recording Div.

FRED BREWER appointed chairman Ithaca College Radio Workshop, and manager WITJ (FM), college's educational station. **WILLIAM SEIBEL,** program development department William Morris Agency, N. Y., named instructor-producer on staff.

JIM CALLAWAY, newsreel editor and writer WBAP-TV Fort Worth, Texas, to Brown Radio Productions, St. Louis.

WILLIAM F. JOHNSTON, sales representative WGRC Louisville, Ky., to Frederic W. Ziv Co., N. Y., as sales representative for State of Kentucky, effective immediately.

Capt. ROBERT E. HAHN, former production director Rocky Mountain Radio Council, Denver, assigned to Fifth Army headquarters, Chicago, as chief of radio-television branch of information section. The army area covers 13 Midwestern and western states.

G. NORRIS MacKENZIE, All-Canada Radio Facilities, Toronto, named vice president in charge of sales S. W. Caldwell Ltd., Toronto, transcription distributor. **R. IAN LAIDLAW,** account executive S. W. Caldwell Ltd., heads newly-formed special services division dealing with radio and TV commercials and custom-built package shows featuring Canadian talent.

Equipment . . .

GEORGE COURY elected president Eicor Inc., Chicago (tape recorders), succeeding **JOSEPH NADER,** who is now board chairman. Mr. Coury is former executive vice president. **G. W. (Woody) DELZELL** appointed representative in southwest territory for company.

ED ALTSHULER appointed national director of advertising and public relations Kaye-Halbert Corp., L. A. (set makers). Mr. Altshuler was with Admiral Corp., General Electric and Tele-Tone.

SOL BAXT appointed purchasing agent Hudson Radio & Television Corp., N. Y.

JOHN C. WEISERT will open a Washington, D. C., office for Magnavox Co. He was assistant director of OPS in Chicago and was former vice president of Scott Radio Labs.

HENRY J. ARBEITER, chief engineer Jerrold Electronics Corp., Phila., appointed vice president. **DANIEL J. McCARTHY,** comptroller and general administrator, appointed assistant secretary-treasurer.

GENERAL ELECTRIC, Schenectady, announces publication of new four page booklet on induction frequency converters. GEA-5637 covers three-phase equipment in ratings from ¾ to 100 kw. It describes fundamentals, operation, and construction features of high frequency power supply apparatus.

JOHN S. LANAHAN, sales coordinator, Receiver Sales Div., Allen B. DuMont Labs, named assistant eastern states regional sales manager for division. Mr. Lanahan will open sales office in Washington.

RICARDO MUNIZ, general manager of television receiver manufacturing division, Allen B. DuMont Labs, appointed vice president in charge of operations Trad Television Corp., Asbury Park, N. J.

Lt. Comdr. LESTER C. HARLOW appointed director of technical division, Navy Electronic Supply Office, Great Lakes, Ill. Comdr. Harlow was with several stations in Arkansas and Oklahoma.

PAUL R. BUEHLER, vice president and assistant general manager of Los Angeles branch Leo J. Meyberg Co., RCA distributors, named general manager of company's northern California division.

ROBERT T. BORTH, manager of community relations General Electric, N. Y., appointed to newly created position of manager of employee relations for Tube Dept. in Syracuse. **WILLIAM M. NAVE,** superintendent of metal tube production, Receiving Tube Section, General Electric, Ownesboro, Ky., appointed works manager of company's new electronic tube plant in Anniston, Ala.

Technical . . .

JOE E. COLE, chief engineer-announcer WEAB Greer, S. C., father of daughter, Teresa Ann.

FIVE HOURS weekly will be added to KTSL (TV) Hollywood programming making total of 76 telecasting hours weekly.

REACHES
93,217
RADIO
FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY DEVNEY

IBA Sponsors Exhibit

CHICAGO Historical Society is the first institution of its kind to display the musical manuscripts, pictures and instrument collection owned by Broadcast Music Inc. and introduced at the annual NARTB Convention in Chicago last April. The collection is sponsored in Chicago by the Illinois Broadcasters Assn., and will be exhibited throughout the country. This is the first public showing in a major city.

IRE VEHICLE MEETING

Comr. Webster to Talk

FCC Comr. E. M. Webster will be the main speaker at the annual conference of the Institute of Radio Engineers' professional group on vehicular communications at Chicago's Sheraton Hotel Oct. 25-26. He will address the informal dinner meeting Oct. 25. The Friday luncheon speaker will be Brig. Gen. James D. O'Connell of the office of the chief signal officer of the Army.

Meeting dates coincide with those of the National Electronics Conference, which meets in Chicago Oct. 22-24, and the Radio & Television Manufacturers Assn., scheduled for an Oct. 27 session.

Papers at the IRE meeting will be read by George Terrell of Workshop Assoc.; Lloyd P. Morris, Marion E. Bond and John F. Byrne of Motorola Inc.; R. H. Roberts, Federal Civil Defense Administration; A. A. McDonald; H. H. Davids, General Electric; M. R. Friedberg, Ward Products Corp.; C. P. Williams, E. I. duPont Co.; D. W. Bodle, Bell Telephone Labs.; J. S. Brown, Andrew Corp.; H. K. Lawson, U. S. Dept. of Agriculture, Forest Service.

GRAND OLE OPRY, one of radio's oldest programs, will make its first permanent change in 12 years by moving to a new time period, 9:30-10 p.m. EST starting Sat., Oct. 6, on NBC Radio network. Show will continue to be heard until that date at its usual time: 10:30-11 p.m. EDT Sat. Sponsor is R. J. Reynolds Tobacco Co. through William Esty Co., New York.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

3R's=1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities. Represented by Raymer

CBS

FREEDOM AWARDS

Radio-TV Nominations Open

OFFICIAL nomination forms for the 1951 General Awards Program of Freedoms Foundation were mailed last Wednesday to radio and television stations. Nominations close Nov. 1. Awards will total $100,000.

Kenneth D. Wells, Foundation president, said that there will be special categories for radio and video programs.

Offered in these categories will be 26 honor medal and certificate of merit awards for those programs adjudged to have best "spoken up for freedom," as expressed in our American Way of Life.

Mr. Wells pointed out that a station, sponsor, agency, producer, director or listener may nominate a program. The broadcast or telecast must have been aired between Nov. 30, 1950, and Nov. 1, 1951.

"We hope the nation's broadcasters and telecasters whose efforts and facilities provide vital expression to the whole concept of our free way of life will not only participate themselves but encourage their vast audiences to 'nominate their neighbors' for Freedoms Foundation awards," said Mr. Wells.

"The sole purpose of the program," he added, "is to encourage all citizens, no matter what their profession or mode of life, to speak and act up in behalf of strengthening our common heritage of freedom."

Non-voting chairman of the 1951 Awards Jury was announced as Dr. Harold Case, president of Boston U. This will be the third annual General Awards Program conducted by the Foundation.

Additional nomination forms may be obtained from Foundation headquarters, Valley Forge, Pa.

NABET NAMED

For WERC, WWOL

TECHNICAL employes of WERC Erie, Pa., voted 5-0 Sept. 14 in favor of a union shop provision, NABET's Buffalo headquarters reported last week. Station is licensed to Presque Isle Broadcasting Co. Contract covering employes had been signed by the company and union June 5.

NABET also reported the National Labor Relations Board officially has certified the union to act as collective bargaining representative for technical workers at WWOL Buffalo. The CIO union was certified by the board Sept. 12, according to Timothy J. O'Sullivan, national representative for NABET.

MBS spotlighting its "children's bloc" of adventure broadcasts, Mon.-Fri., 5-6 p.m., through series of four documentary programs *Heroes of the West*, on Sat., 11:30-12 noon, during September.

"For those who demand the highest standard of fidelity and sensitivity..."
Permoflux
dynamic
HEADPHONES
Ray Block

Ray Block
Orchestra Conductor

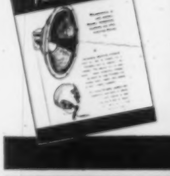
Permoflux High Fidelity Dynamic Headphone — Model DHS-17 with Model No.-1505 Ear Cushion.

"I have used the Permoflux Headphones on many of my programs. This has given me an opportunity to test them thoroughly before reporting on their performance.

I now can say that the Permoflux High Fidelity Dynamic Headphones exceed in every way any other phones I have ever used. We, in the music profession, who have to insist upon perfection, are perhaps more critical than other users and the equipment we require must be the best. For those reasons, I would recommend the Permoflux earphones to any one who demands the highest standard of fidelity and sensitivity from such equipment."

Unsurpassed for Broadcasting, Television and Recording Uses!

New developments in the Permoflux Dynamic Headphone design make possible the use of these units in applications heretofore not covered in the electronic field. Flat frequency response of from 100 to 7000 ∽ is assured in the Permoflux High Fidelity Dynamic series and up to 4500 ∽ in the standard series. Permoflux offers the finest headphones made for broadcast, television and recording uses as well as monitoring, audio metric work and auditory training.



Send today for the new Permoflux catalog #J203 for the latest information on Permoflux's new "Champion" line of Speakers and Dynamic Headphones.

PERMOFLUX
"SOUND IN DESIGN"
PERMOFLUX CORPORATION
4901-I W. GRAND AVE., CHICAGO 39, ILL. 236 S. VERDUGO RD., GLENDALE 5, CALIF.
Canadian Licensee—Campbell Mfg. Company, Toronto, Canada

RADIO-TV CLINIC

Ralph Weil to Head

RADIO and television clinic of the advertising and selling course to be conducted by the Advertising Club of New York will be headed by Ralph N. Weil of WOV New York. Course is scheduled Monday and Thursday, Oct. 15-March 10.

Among those who will conduct the various meetings are:

Sydney Roslow, research director of The Pulse Inc.; Rodney Erickson, radio and television department manager for Young & Rubicam; C. E. Midgley Jr., director of radio and TV media for Ted Bates & Co.; Joseph A. Moran, vice president and associate director of radio and TV, Young & Rubicam; John Cowden, operating director of sales promotion and advertising for CBS Television network; Nicholas Keesely, vice president of radio and TV for Lennen & Mitchell.

WICH Joins LBS

AFTER five years as an independent, WICH Norwich, Conn., announced last week that as of Oct. 1 it will be a fulltime Liberty Broadcasting System affiliate. Announcement was made during a special half-hour broadcast which recounted the station's history. John Deme, president and general manager of WICH, said that a 360-foot half-wave radiator tower installed last year now will enable LBS to reach eastern Connecticut's major markets.

air-casters

DONALD F. WHITMAN, producer-director and assistant operations manager WJBK-TV Detroit, appointed program director KGW Portland, Ore.

Mr. Whitman

GERALD COHEN appointed director of merchandising, promotion and publicity WDGY Minneapolis.

DARRELL E. ROSS, stage supervisor ABC-TV Hollywood, named production manager KECA-TV Hollywood.

DICK WINTERS, publicity director WINS New York, named production manager.

MAX JACOBSON named studio supervisor in NBC-TV technical operations. **HERBERT DeGROOT** appointed kinescope recording supervisor. **JOHN SCHALLER** appointed TV training supervisor.

HUGH WHITLOCK and **ROBERT SNYDER** named to writing staff CBS-TV *Frank Sinatra Show*.

MARY MANGAN appointed assistant to **ED STEVENS,** promotion-publicity director WERE Cleveland.

In This Two TV Station Market
Served by Four TV Networks

BETTENDORF AND DAVENPORT IN IOWA

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

24.2% more local advertisers bought time on Radio Station WOC, July 1, 1950-June 30, 1951, *than in any previous 12-month period . . .*

. . . local advertisers spent more money for time on WOC during this period, 14.4% *than in any similar 12-months . . .*

Men who buy advertising at the local level . . . *the cash register level* . . . know what piles up those black-ink figures on their sales reports. Take your cue from the 215 local advertisers who use WOC. Buy at their *cash register level*—you'll buy WOC and you'll find your Quint-City sales skyrocketing.

WOC
THE QUINT-CITIES AM - FM ALSO TV
DAVENPORT, IOWA

Basic NBC Affiliate
5000 W—1420 Kc
Col. B. J. Palmer, president
Ernest C. Sanders, manager

National Representatives
Free & Peters, Inc.

CLAUDE H. BLACKWOOD, CFRN Edmonton, Alberta, named staff announcer KEX Portland, Ore.

JANET DRESCHER LYON, women's program director and director of continuity KHMO Hannibal, Mo., to continuity staff KEX Portland, Ore.

BOB BACON appointed to announcing staff WDRC Hartford.

NORMA JAMES to transcription department KWK St. Louis.

WALT McGOWAN, staff announcer WCCC Hartford, and Dawn Cummiskey, were to be married Sept. 22.

BOB CUMMISKEY, announcing staff WCCC Hartford, and Gay Jabs, married.

PERRY C. CHILDERS Jr., announcer-engineer and salesman WEAB Greer, S. C., father of boy, Steven Harrison.

BENJAMIN DRAPER, California Academy of Sciences, named executive producer of Academy's award-winning *Science In Action* on KGO-TV San Francisco.

JAN ANDREE, announcing staff WWSW Pittsburgh, resigns. No future plans have been announced.

DALE HARPER rejoins CBS Hollywood production staff after year's military leave.

JACK WILLIS, announcer KGPH Flagstaff, Ariz., father of girl, Sarah Elizabeth.

DeALTON G. NEHER, announcing staff WIBA Madison, Wis., appointed radio program coordinator for Wisconsin State Radio Council's network.

DON THOMPSON, program operations supervisor KNBH (TV) Hollywood, returns to work following recuperation from surgery.

JACK KUNEY, production manager WNEW New York, appointed program director WLIB New York.

MARK SHEELER, morning man WEBC Duluth, to KSJO San Jose, Calif. in same capacity.

BILL GLASS and **DOTTIE LEWIS,** stars of *The Glass Showcase* on KOTV (TV) Tulsa, married.

HOWARD GARLAND, KVOE Santa Ana, Calif., to KFMB San Diego, as disc jockey.

LOUIS FORD, supervisor of production WBUR (FM) Boston, appointed program director.

ARTIE AUERBACH and **MEL BLANC** re-signed by CBS for *Jack Benny Show*, as "Mr. Kitzel" and French violin teacher respectively.

JILL JACKSON, women's director and film commentator WWL New Orleans, signed for feature role in Paramount film *Somebody Loves Me*.

SHIRLEY CLAIRE, singer KGO-TV San Francisco, mother of boy.

WALTER WHITAKER, graduate U. of North Carolina, appointed program director WUOA (FM) U. of Alabama.

WILLIAM SHEEHAN, announcer WDRC Hartford, Conn., father of daughter, Linda. Mrs. Sheehan is former **ROSEMARY MANSWORTH,** secretary at WDRC.

MARY LILLY appointed continuity writer WTMA Charleston, S. C.

BEN FEINER Jr., executive producer CBS-TV Hollywood, and Wilhelmina Fox, married Sept. 20 at Westport, Conn.

HOWARD S. KEEFE, promotion manager WSPR Springfield, Mass., appointed to special city committee to plan observance of 100th anniversary of Springfield's incorporation.

JANETTE ROSENFELD, assistant to publicity director KLAC-TV Los Angeles and Don S. Goldberg, married Sept. 9. **ROBERT PETKIN,** producer KLAC-TV and **CELIA KATZ,** producer GAM Productions, married Sept. 18.

STAN CHAMBERS, personality KTLA (TV) Los Angeles, father of girl, Sept. 12.

NANCY HUBBARD, graduate of Ohio Wesleyan U., appointed record librarian WJMO Cleveland.

RUSS COGLIN, emcee KRON-TV San Francisco, father of daughter, Jill.

RENNIE McEVOY, creator of "Dixie Dugan" comic strip, and **RONNIE KEMPER,** singer-pianist, Tues. (Sept. 25) start twice weekly 15 minute music-comedy show *Ronnie and Rennie* on KTTV (TV) Los Angeles.

NORA DEE, film department WGN-TV Chicago, and William Murphy, were to be married Sept. 22.

DON THOMPSON, program operations supervisor KNBH(TV) Hollywood, recovering following recent emergency operation.

News . . .

HUB TERRY appointed director of sports WIS Columbus, S. C. He was with WESC Greenville, S. C.

HENRY T. WILSON, editor-manager of *New Hyde Park Publicity News*, Long Island, to WOR-AM-TV New York, as trade news editor succeeding **WALTER V. BENNETT, Jr.,** who resigned to join public relations department General Electric Co., N. Y.

BERT DUNNE, author and visual education picture producer, to Don Lee Television, Los Angeles, as sports consultant. He will produce his own show *Sports Whirligig* on network's KHJ-TV.

JOHNNY (Blood) McNALLY, former "All-Pro" football player, broadcasting prediction and football highlights on WJON St. Cloud, Minn.

HAL PARTLOW, assistant supervisor advertising and promotion KNBC San Francisco, to station's news department, as staff writer. He succeeds **RAYMOND V. JOHNSON,** who has joined staff of Radio Free Asia. **ED DUNBAR,** KNBC guide staff succeeds Mr. Partlow in advertising and promotion.

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE
WBAL
Contact
EDWARD
PETRY CO

SEPTEMBER 24, 1951

TELECASTING

Erskine Johnson's "HOLLYWOOD REEL" • Movie Fan Magazine on Film •

➡ 52 timely glamor-packed 12-minute films, featuring the real lives of Movie Capital personalities

Clark Gable . Ginger Rogers . Gene Autry . Dinah Shore . John Wayne . Gloria Swanson
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Ella Raines . Lou Costello . Ronald Reagan . Francis
Dane Clark

Barbara Bel Geddes
. Frances Langford
John Barrymore,Jr.
long Cassidy) Boyd
. Yvonne de Carlo
s . Ann Rutherford
nreid . Roy Rogers
wn . Wanda Hendrix
tack . Laraine Day
ga . Louise Rainer
Geraldine Brooks
lls . Don De Fore
Bonita Granville
abu . Stan Laurel
Hall . Pat Medina
e . Lisa Ferreday
dward G. Robinson
ts . Ruth Warrick
. Jackie Gleason
rb . Joan Leslie
lita . Tim McCoy
. Ralph Edwards
Margaret O'Brien
eorge Montgomery
. Virginia Field
nnette MacDonald
Lon McCallister
. Marie Windsor
. Ronald Reagan
rjorie Reynolds
Dennis O'Keefe
. Joe E. Brown
y . George Raft
Constance Moore
ly . Bob Crosby
elores Costello
. Caesar Romero
. Fifi D'Orsay
Elsa Lanchester
Charlie Farrell
Randolph Scott
Charlie Ruggles
Robert Preston
Jackie Coogan
terling Hayden
Vanessa Brown
lorence Marley
. Guy Madison
Hazel Brooks
d . Burl Ives
l . Stu Erwin
Mack Sennett
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Having trouble clearing time for your announcements?

Try this solution: Use a quarter-hour film program to do a better selling job at practically the same cost!

To be specific: Buy Erskine Johnson's "HOLLYWOOD REEL"! This tested quarter-hour program is crowded with screen, stage, radio and television personalities; is produced exclusively for TV.

Most TV stations can find time for good quarter-hour filmed shows because...

They are easy to schedule. There are more good quarter-hours than desirable one-minute availabilities.

They uphold local programming quality.

They net the station more money.

Advertisers should buy filmed programs because...

They may preview the program they sponsor.

They gain in prestige by providing entertainment.

They benefit by better sponsor identification.

Let us tell you more about it.

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Paramount Television Network

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ANOTHER LOS ANGELES TV HEADLINER!

"BILL STULLA'S
PARLOR PARTY"
Ellenberger

GETS 33,362 MAIL-COUNT "RATING" IN 10 WEEKS!

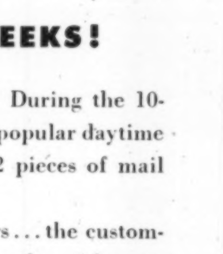
Looking for a five-a-week daytime audience TV participation show to move your product in the booming Los Angeles market?

Look no further. This is it! Here's a variety program packed with action: music, entertainment, games, fun. Primary appeal is to the housewife. But there's also a tremendous audience of children and men.

It's "Bill Stulla's Parlor Party" on KNBH (Monday thru Friday, 2-3 P.M.).

Proof of popularity? Plenty! During the 10-week period ending July 16, this popular daytime variety program received 33,362 pieces of mail from viewers!

Yes, Bill Stulla has the viewers . . . the customers you want to reach in Los Angeles with your sales story. Spots are available on this "high audience-rated" fun show. Contact KNBH, Hollywood, or your nearest NBC Spot Sales Office for complete information regarding "Bill Stulla's Parlor Party."



NBC HOLLYWOOD KNBH channel 4

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SEPTEMBER 24, 1951

BROADCASTING • TELECASTING
$7 annually, 25c weekly

TELECASTING

LAWRENCE TRI-COLOR TUBE

Praised at 'Private' Showing

IOPE for an early solution to onfusion over the color television ituation was held out last week y Chromatic Television Labs. fter the affiliate of Paramount Pictures Corp. staged a 'private' howing of its new tri-color picure tube.

The direct-view tube was said o produce either black-and-white r color pictures for any size creen and to work with any color ystem after relatively minor daptations. It was claimed the ube will lend itself easily and uickly to mass production which vill put it in a price range only lightly higher than current monohrome tubes.

Paramount officials on Thursday aid no one outside the official Paraount-Chromatic family had seen he tube, except William L. Lauence, of the *New York Times*, a ersonal friend of the inventor.

On Friday, however, a *Wall treet Journal* reporter wrote that e had seen a demonstration Thursday morning, and after pubcation of that report a Paramount fficial modified his statement to ay that "some" general news peole had seen the tube in action.

The *Wall Street Journal* reporter rote that the "color reproduced ith the Paramount tube was not s good as that shown by either BS or RCA."

He reported that it was in showg commercial products that the hromatic "color deficiencies were ost evident." He said flesh tints ere unnatural, that some colors ere "washed out" and in some inances the picture was blurred.

CBS, RCA Show Interest

On the strength of much more avorable reports appearing a day arlier in the New York *Times*, he tube caught the interest of both BS and RCA.

Officials of CBS, whose comercially approved and operating olor system is non-compatible, xpressed great hope the tube will be all that they say it is."

Spokesmen for RCA, which is urrently field-testing its rival ompatible system, expressed the iew that almost any development y Dr. Ernest O. Lawrence, a obel Prize winner, who developed he chromatic tube, merits careful xamination.

Commercial production will start mmediately at Chromatic's newly acquired Connecticut plant in sufficient quantity to be available for public demonstrations in a matter of weeks, officials said.

Day after the tube was demonstrated, Paramount Pictures stock jumped $6 with the turnover of 63,000 shares, making it the most active stock on the New York exchange Thursday.

Color reproduction by the tube, which will be demonstrated for the press shortly, was described as having "a lifelike fidelity without any apparent fuzziness."

Dr. Lawrence is a professor at the U. of California. He won the Nobel Prize in physics for his invention of the cyclotron and also is considered one of the world's outstanding atomic scientists.

'Ease of Manufacture'

"The unusual thing about the Lawrence cathode ray color tube," Paul Raibourn, vice president of Paramount Pictures Corp., said, "is its ease of manufacture due to the fact that there is a factor of safety of about 10 in the placing of the electrons where they should go. There is no masking so that it is highly efficient in its use of electron energy. It works beautifully."

Mr. Laurence, *New York Times* science writer who won the Pulitzer Prize for his reports of atomic tests, described the tube as follows:

"The tube promises to settle the controversy that has been raging between rival television manufacturers, as it can be adapted at no great cost to receive both CBS (mechanical) and RCA (electronic) color programs, as well as programs in black and white. To receive CBS programs in color all that would be needed, in addition to the Lawrence color tube, is an adapter, to change the scanning rates of the pictures from 60 to 144 a second, and three additional electronic tubes. It could also be adjusted to other scanning speeds.

"The tube consists of the conventional metal envelope and single electron gun. Inside it, within half an inch of the curved viewing screen, is a color viewing glass plate, lined alternately with many phosphor lines in blue, green, and red. Connected to this plate is a wire grid consisting of multiple electronic lenses. This grid is electronically registered with the phosphor color strips.

"The wire grid is a simple electronic lens that serves to deflect electrons to the right color strips on the glass color viewing plate, at a rate equal to the color switching rate of the transmission. It can be adapted to any system of color transmission, being able to follow any color system or black and white system.

"The electronic lens swings the electron beam alternately on the different color strips on the glass viewing screen by shifting the polarity of the wires in step with the color switching frequency."

The Lawrence tube was described as having many potential military uses. By adding color to radar screens, it could provide a third dimension to the system that would identify enemy planes and installations whether camouflaged or not.

Third Tube Design

Model demonstrated last week was made by Chromatic Labs. at Diablo, Calif., and is the third design of Dr. Lawrence's idea.

"It is our belief," Barney Balaban, president of Paramount Pictures, said, "that this . . . has fulfilled the hope expressed by the FCC in its report adopting the CBS system of color transmission that 'a successful tri-color direct-view tube' can be developed."

He added that Paramount is

(Continued on page 101)

PHONEVISION

Zenith to Ask Commercialization

ZENITH RADIO Corp. will ask the FCC this week to commercialize its Phonevision system of subscription TV.

The petition asking the FCC to approve the scrambled picture-telephone line fee system will come almost 6 months after Zenith carried out its 90-day, 300-family test in Chicago [BROADCASTING • TELECASTING, Jan. 22 et seq.]. The January-March test used some 75 feature movies of 1948-50 vintage, furnished by major Hollywood producers.

Zenith Technique

The Zenith system works this way: A picture is sent over a regular TV channel with one of its elements missing. This results in a scrambled picture at the ordinary receiver. However, if the viewer has a Phonevision attachment, he calls the telephone operator and orders the program. The missing element is then sent over the telephone line to the subscriber's set and a clear picture results.

Subscribers would be charged for the service on their regular telephone bills. A charge of $1 for each program was made during the Chicago test.

The potential of the system is based on the premise that sponsored TV, a la radio, cannot bring to the viewer first run movies, top sports events, hit Broadway shows, etc. The costs would be exorbitant, say Phonevision proponents.

Other subscription TV systems are Skiatron Corp.'s Subscriber-vision and Paramount Picture Corp.'s Telemeter. RCA has also announced that it is working on a subscription system. All of these work without telephone lines, according to their announcements.

Skiatron's system was given a technical test via WOR-TV New York last year [BROADCASTING • TELECASTING, Nov. 27, 1950]. It works on a coded-card principle.

Paramount's system works with a coin-operated box attached to the TV set. It was described fully early this month when the film company asked for permission to test it out over KTLA (TV) Los Angeles [BROADCASTING • TELECASTING, Sept. 3].

'Confidential' Reply

In answer to the FCC's request for more information, Paramount replied in a "confidential" letter giving as yet unpatented details. It asked for a six-month test and, declared that six sets, in Paramount executives' homes would be used.

Zenith first asked the FCC for permission to test its Phonevision system in 1949 [BROADCASTING • TELECASTING, Aug. 8, 1949]. The

(Continued on page 101)

On the dotted line . . . . . .

HARRY DOULL, gen. sls. mgr., Stuart F. Louchheim Co., Philadelphia electrical appliance distributing firm, signs pact for 10-minute twice-weekly news show on WCAU-TV Phila. Looking on are (l to r) Ed Shapiro, head of ad agency bearing his name; Frank P. Louchheim, firm v. p., and Robert M. McGredy, WCAU-TV sls. mgr.

FIRST National Bank of Nashville, Tenn., has signed 52-week contract for WSM-TV Nashville's *Movietime* series. At signing were (l to r) Hi Bramham, WSM-TV sls. mgr.; Charles Wetterau, adv. v. p. for bank, and Red Goodwin, v. p., C. P. Clark ad agency.

KOPPERS Co., industrial firm, has begun first series of TV ad campaigns via WDTV (TV) Pittsburgh, Pa. At signing were (l to r) Don Menard, WDTV acc. exec.; Ralph Winslow of Koppers; H. Jeff Forbes, radio-TV dir., W. Craig Chambers Inc., ad agency, and Harold Lund, WDTV mgr.

IN New York to iron out details of Westinghouse-sponsored NCAA grid game telecasts are (l to r) John M. McKibbin, Westinghouse v. p.; George Ketchum, pres., Ketchum, MacLeod & Grove, Pittsburgh, and Bob Hall, Yale athletic dir. and member NCAA TV committee.

FOR Knickerbocker Beer, Frederick M. Linder, president, Jacob Ruppert Brewing Co., signs for TV show, *Candid Camera*, Mon.-Wed.-Fri. on WJZ-TV New York. Larry D. Milligan, Milton Biow Agency, congratulates him, while Joseph Taylor (l), Ruppert ad mgr., smiles agreement.

FORD Dealers of Baltimore sign *Boston Blackie* Ziv television series for a year on WBAL-TV Baltimore. Seated (l to r) are Howard W. Cook, dist. mgr., Ford Motor Co.; Tony Provost, gen. mgr., Hearst Radio-TV operations, Baltimore; Alvin Behrend, pres., Behrend Bros., Ford Dealer. Standing (l to r) are Ted Rosenberg, acct. exec., Ziv Television Programs Inc.; William Wacek, pres. Universal Motor Co., Ford Dealer; Lyman Avery, acct. exec., J. Walter Thompson Co.; William Voyce, pres., Brooklyn Motor Co., Ford Dealer; Les Peard, asst. to gen. mgr., Hearst Radio, WBAL-TV: Michael M. Sillerman, eastern sales mgr., Ziv Television Programs.

WLAV-TV SALE

FCC Grants; Two Bids Filed

MILLION-dollar sale of WLAV-TV Grand Rapids was approved by the FCC last week. Founder of the station, Leonard Versluis, sold to WFBM-AM-TV Indianapolis principals for $1,382,068. [CLOSED CIRCUIT, May 12].

Buyers are Harry M. Bitner and family, who also own WOOD Grand Rapids, WEOA Evansville, Ind. and 50% of WFDF Flint, Mich.

The TV station's call letters will be changed to WOOD-TV. It began commercial operation in August 1949 and is interconnected with Chicago through a privately owned three-hop intercity microwave relay. The station operates on Channel 7.

Mr. Versluis retains WLAV (AM), which began in 1940.

Two requests for new TV stations were filed with the FCC last week. WHTN-AM-FM Huntington asked for Channel 13 there and estimates construction cost at more than $300,000. Effective radiated power requested is 58.3 kw and antenna height is 492 feet.

In Eureka, Calif., the Redwood Broadcasting Co. filed for a station on Channel 3 with 17.1 kw. Redwood is licensee of KIEM and KRED (FM) Eureka. Construction cost is estimated at $135,384. Antenna is 92 ft. above average terrain. [For further details on new bids, see FCC ROUNDUP, page 99].

VACATION PROVISION

Film Council Continues

TELEVISION film companies and independent motion picture producers last week were to be notified by the Hollywood AFL Film Council that in the future, unless otherwise agreed, they must pay the council affiliates 4% of base wages as vacation allowance, currently provided for in basic contract agreement.

In addition, continuing in its attempt to halt further NABET inroads into the entertainment industry, the council announced that the Art Directors Guild had given support to its "stop-NABET" resolution [BROADCASTING • TELECASTING, Aug. 27, 20]. The council reportedly expects similar action by independent Screen Writers Guild and Screen Directors Guild.

Doeskin Adds Eight

DOESKIN PRODUCTS Inc., N. Y., will sponsor a kinescoped version of its live *Eloise Salutes the Stars*, starring Eloise McElhone, on WPIX (TV) New York, Thursday, 2:15-30 p.m., on the following eight stations: WABD (TV) New York; WBKB (TV) Chicago; WBZ-TV Boston; WXEL (TV) Cleveland; WCPO-TV Cincinnati; KTTV (TV) Los Angeles; WAAM (TV) Baltimore; and KSD-TV St. Louis. A 52-week contract was placed on all the stations by Federal Adv., New York.

Big Draw

THOSE who blame television for everything might go so far as to take an experience of WSAZ-TV Huntington, W. Va., as evidence that TV is robbing radio of listeners even in non-TV markets. The station reports a man in Oak Ridge, Tenn., some 200 miles away, wrote to ask whether WSAZ-TV will carry the World Series. If so, he said, he'll visit Huntington to make sure he sees it.

ILL. U. TV POLICY

Committee to Study

SPECIAL committee to study and formulate an overall television policy for the U. of Illinois was chosen Wednesday at the regular monthly meeting of the board of trustees in Chicago. Park Livingston, Chicago, board president and vice president of Dean Milk Co., asked to serve on the policy committee.

Illinois Broadcasters Assn. has gone on record to oppose construction of a state-owned, tax-supported video outlet at the U. of Illinois. The school was given a TV transmitter by General Electric and has a 50 kw FM transmitter and tower which it bought from WTMJ-FM Milwaukee when that station went off the air. WIUC-FM is located at Allerton Park, 25 miles from Urbana, from which TV transmissions also would emanate.

At the board meeting, Vern Nickell, state superintendent of public schools and ex-officio board member, suggested an operating agreement with a commercial station to cut down expenses. The committee plans to work with commercial telecasters and radio-TV men at the university and its Institute of Communications Research. The institute operates WILL-AM Urbana, a 5 kw Daytimer on the air since 1922.

WXEL (TV) EXPANDS

Station Buys Theatre

WXEL (TV) Cleveland has acquired a theatre formerly known as the Esquire Theatre in downtown Cleveland.

Franklin Snyder, WXEL manager, announced that conversion of the theatre into a video studio-theatre would begin immediately and that occupancy is possible by early November. When converted, there will be a 44x50′ stage, seating capacity for 450 persons, a studio control room and the latest in film projection equipment, he said.

WJAC-TV Names Katz

WJAC-TV Johnstown, Pa., has named the Katz Agency, New York, as national representative, effective Sept. 26.

RCA COLOR LAUDED

Intercity Use Shown

RCA COLOR TV system was successfully transmitted over AT&T coaxial and microwave links between New York and Washington Sept. 20.

So impressed was Brig. Gen. David Sarnoff, RCA board chairman, that he asked that the New York color tests be extended to Washington. That will be done early in October, RCA stated.

During the tests, transmissions from New York were switched between coaxial cable and microwave relay circuits.

"The results in each case were excellent," Gen. Sarnoff said, "and the color program I saw in Washington was just as good as it was in New York City where I have been witnessing it almost daily for the past two weeks".

He added: "This test proved that had the color program been sent over the existing transcontinental radio relay facilities, it could have been seen just as well in Los Angeles and San Francisco, as it was seen in New York and Washington."

Add New Dimension

The network tests will add a new dimension to demonstrations of RCA color that have been held regularly in New York.

This is the first time RCA's new, improved system was sent through the coaxial cable between cities. Its earlier version, which the FCC turned down in its color TV decision, also had been "networked."

Meanwhile, the "composite" compatible color TV system being developed by the National Television System Committee is approaching the full-scale field testing phase, it was reported last week following a Sept. 18 meeting.

The meeting was held in New York, reviewed the progress of the various participating companies, coordinated future work. It showed, said one participant, that "we're getting closer to full-scale field tests." He said he thought field tests would get under way "before the fall is over."

At an RTMA committee and board meeting in New York later last week, field testing of the industry system was said to be almost immediately ready. It should be sufficiently advanced by Jan. 1 to permit a request to be filed with the FCC for consideration of the compatible system, RTMA reported. Whether NTSC, RCA or some other company would file the request was not indicated.

Many Take Part

Companies expected to participate in the broadcast tests include RCA, Philco, DuMont, General Electric, Zenith, among others.

Dr. W. R. G. Baker, vice president and general manager of GE's Electronics Division, presided over the meeting as chairman of NTSC.

TV service executives like RCA color.

That is apparent from the remarks they made after attending a color demonstration sponsored by the RCA Service Co. in New York a fortnight ago, as quoted in an RCA Victor release last week.

Service executives saw a studio program and a remote pickup during the demonstration on three tri-color tube sets—one 21-in., others 16-in. The same program was shown on two 16-in. black-and-white sets.

At one point the studio program switched to black and white solely and all receivers were said to have shown the same quality monochrome picture.

E. C. Cahill, president of RCA Service Co., told the guests:

"We were never more certain than we are now that a compatible, all-electronic color television system is in the public interest. . . ."

Some of the laudatory comments reported by RCA Victor were as follows:

Mort Farr, president of the National Appliance and Radio Dealers Assn.—"I have seen all the color demonstrations, RCA and others, and there was not a single thing lacking in the test I saw today. There was no smearing and no trailing, even during rapid focus changes."

E. J. Barton, president of the Television Service Contractors Assn., Detroit—"The RCA field test of its color television showed that this compatible system has reached the point where, in my opinion, it should be in production, to make available to the public a tremendous new step in telecasting. Primary control of colors was excellent and reproduction of pastel shades proved outstanding."

Krantz Observation

David Krantz, chairman of the Federation of Radio Servicemens Assns. of Pennsylvania—"RCA has made tremendous progress since the last demonstration I saw in Washington in July. I noted vast improvements in the performance of both receiver and studio equipment and there was a complete absence of color trailing in the picture."

Albert Saunders, president of the Radio Technicians Guild of Boston—"It's beyond imagination. I didn't believe color TV could be this good."

ROBERT CLAUSON (l), Chicago sales representative for United Television Programs Inc., shakes hands with Pete De Met, of De Met Pontiac Inc., after Mr. De Met signed for an additional 26 weeks of the program, *Royal Playhouse*. The program, 11 p.m. to midnight Sunday over WNBQ (TV) Chicago, uses two half-hour UTP films. Mr. De Met said that 75% of his car sales are attributable to the TV program.

CBS SYSTEM

Murphy Hits RCA, NTSC

CBS HAS RENEWED its counter attack on the color TV front.

Adrian Murphy, president of the network's Laboratories Division, took the offensive Sept. 18 by castigating the color TV promises of the National Television System Committee as well as RCA in a luncheon talk to the Washington (D. C.) Ad Club.

He implied that nothing would come of NTSC's or RCA's promises of a compatible color TV system.

"The same people made the same promises during the 1947 color hearing and also in the 1949-50 hearings," he asserted, "but they have not yet come up with a compatible system."

"Often promised, but never shown," were his words connoting his doubts that a compatible system would ever be developed.

One of the reasons why he doubts the outcome of the current NTSC and RCA tests and demonstrations is because equipment for a compatible system is too complicated, he said.

Even if such a system were developed, it would be two years before some of the apparatus would be ready according to proponents of the compatible systems, he said. Actually it would be longer than that, he predicted.

Mr. Murphy later told reporters that his report of a two-year delay was based on a statement made by Brig. Gen. David Sarnoff, RCA chairman, at the first technical clinic for manufacturers on RCA's tri-color tube held last June [BROADCASTING • TELECASTING, June 25].

Attitude of CBS toward the NTSC and RCA claims is focused in the following statement from the network brochure, "Questions and Answers about Color Television," which was distributed at the luncheon:

A number of attempts have been made (of which the latest National Television System Committee's proposal for a "composite" system is the third and most brazen) to impede the field sequential system by concocting paper promises for the obvious purpose of misleading the public and the industry and keeping color television from the public.

Color sets by CBS-Columbia are due to reach "several hundred a day" in the near future, Mr. Murphy said.

Reason For Delay

Reason for the delay in mass production of color TV sets, he said, was the long tooling-up process necessary at the plant—the former Air King factory in Brooklyn, N. Y., which CBS now owns.

He also announced that Crescent Industries Inc., subsidiary of Crescent Tool & Die Co., Chicago, was ready to accept manufacturers' orders for color units (color wheel and motor). Up to now Webster-Chicago Corp., Chicago, was the only major parts manufacturer making these units.

In a roundup of present and future color activity, Mr. Murphy told Washington advertising men that:

● CBS has ordered seven more color cameras, to add to the three it has on hand.

● Remington-Rand's Vericolor industry color TV equipment has been ordered by the medical schools of the U. of Kansas and the U. of Chicago; also by Jordan Marsh Co., Boston department store.

● The French government has accepted the CBS field sequential color system as the official system, according to an Associated Press story (see story page 84). Color demonstrations have been held in West Berlin, Zurich and Paris and all have won most favorable reaction, Mr. Murphy said.

● CBS color system soon will be tested with the Swiss Eidophore theatre TV system, the American rights for which are held by 20th Century-Fox.

Twenty hours per week of color TV have been scheduled by CBS this fall, Mr. Murphy said.

Schedule follows:

Mondays through Fridays—Mornings, film show, 9-9:30; "Mike and Buff," 9:30-10. Evenings, Mel Torme, 4:30-5; film show, 5-5:30; Baird Puppets, 5:30-6.

Saturdays—Mornings, natural history show, 10-10:30. Afternoons, college football, 1:30 to completion.

Sundays—Mornings, zoo or museum show, 10:30-11. Afternoons, undetermined show, 2-3.

Some of the shows are already being telecast; others will be going on during the next few weeks. The entire program will be on the air by Oct. 15.

INTO THE BLACK

Go Most Stations in '51

DESPITE increased operating expenses, a majority of TV stations will operate at a profit for the year 1951, NARTB District 9 delegates were told Tuesday by Richard P. Doherty, NARTB employe-employer relations director, at their annual meeting held at Highland Park, Ill. (See story page 93).

This compares with red-ink operation for two-thirds of the TV stations in 1950, Mr. Doherty said, on the basis of a special study conducted by his department in collaboration with the Research Dept.

An average increase of 60% in station revenues occurred in 1950, compared to 1949, Mr. Doherty said. Operating expenses in 1950 varied from 69% of total operating revenue to 329%, with a third of the stations having expenses 50% above revenue.

Average revenue per station in 1950 was $441,000, with average operating expense running $532,000. This means the average operating expense for stations in 1950 was 121% of revenue compared to 197% in 1949.

Principal increases in 1950 costs were traced to higher wages, larger staffs, higher equipment expenditures, more program hours and transfer of some cost items to TV operations.

Employe compensation in TV, just as in radio, was the biggest item of expense, Mr. Doherty said, amounting to between 50% and 60% of the total expense. Largest payroll class was technicians, followed by program salaries.

Among smaller TV stations (below $200,000 income) the average weekly payroll was around $2,100, rising to nearly $16,000 for stations in the over-$800,000 bracket. Average payroll in the $200,000-$350,000 class was about $3,000, rising to $5,800 for $350,000-$500,000 stations and $7,000 for $500,000-$800,000 stations.

Wide Employe Range

Number of employes ranged from 32 at small TV outlets to 160 at the largest stations.

Depreciation accounted for one-sixth of the total expense, the survey revealed. It ran higher in the lower incomc stations than in the upper brackets.

Mr. Doherty's analysis showed film and miscellaneous program costs accounted for about one-seventh of total expense, with film as the principal element.

WEEU OPPOSES

WHUM Experimental Request

BEAT the TV freeze by getting an experimental station?

That is the implication in the charge made last Friday by WEEU Reading, Pa., in a petition asking the FCC to deny the request of WHUM of the same city for a $500,000 experimental TV grant on 716-722 mc UHF frequencies [BROADCASTING • TELECASTING, Aug. 20].

If the FCC will not deny the grant, WEEU asks that the application be set for hearing and that it be permitted to intervene.

The petition by the *Reading Eagle* station is based on three counts:

(1) That an experimental grant today is tantamount to a commercial grant.

(2) That no useful purpose will be served by the grant of an experimental station on the UHF since it would be "late 1952" before operations could begin and by then the freeze would have been lifted.

3. That WHUM is not financially qualified to operate the UHF experimental station it plans.

"A grant of the Eastern Radio Corp. application for an experimental station at this time would in effect be granting it a construction permit for a station which would in all respects be available for UHF commercial operation immediately upon the lifting of the freeze," the petition reads.

'Violates' Freeze Policy

"Thus, Eastern Radio Corp. would be permitted to construct a UHF station, under the guise of an experimental station, in violation of the terms of the Commission's freeze policy.

"This would give Eastern Radio Corp. an unfair competitive advantage over Petitioner since Petitioner cannot, under the terms of the existing freeze policy, be granted a construction permit for a UHF commercial television station."

The petition goes on:

"If such conduct were to be tolerated by the Commission it would be an open invitation to broadcasters throughout the country to follow the same scheme at this time.

"If the Commission feels that such a policy is desirable, then a more direct way of establishing such policy would be the immediate lifting of the UHF freeze."

WHUM's application was filed Aug. 15. It lists $365,000 construction costs and $50-60,000 yearly operating costs. It plans to use a 12-kw UHF General Electric transmitter from a 1,000-ft. antenna. The antenna site is the same as that proposed pre-freeze for WHUM's commercial VHF station, petition alleges. Both stations went through a hearing for single Channel 5 in Reading in May and August of 1948, but the freeze was inaugurated before a decision was reached. Now the FCC proposes Channels 55 and 61 there.

Protests Bring Renewal

WHEN one of the officials of Belks Dept. Store chain in Charlotte, N. C., was inducted, then sent to Korea, he forgot to set up a budget to continue sponsorship of Gene Autry's *Flying A* series. When the 26-week contract with WBTV (TV) Charlotte ended, the show went off the air. But the next two weeks brought more than 3,700 letters of protest. An emergency fund was appropriated by Belks and the show is back on WBTV for another 26 weeks. Account executive is Will S. Johnson, of the Walter J. Klein Adv. Agency, Charlotte.

Crosley Color Plea

PLEA for permission to telecast all systems of color TV during program hours was made last week to the FCC by Crosley Broadcasting Corp.'s WLWT (TV) Cincinnati. It asked that authority for experimental TV station KQ2XBO, granted earlier this month [BROADCASTING • TELECASTING, Sept. 10], be modified to permit the official CBS field sequential system and the NTSC and RCA systems to be broadcast during its 7:30-1:30 a.m. broadcast day in order to judge public reaction. The experimental grant specifically forbade telecasts of other than official color system during program hours. Same request by WPTZ (TV) Philadelphia few months ago was denied.

ALLOCATIONS

Two Ask Oral Hearing

FIRST SIGNS of unrest have begun to appear in the filings on the FCC's allocation plan.

In two instances oral hearings have been requested.

They are from Cornell U.'s WHCU Ithaca and the State of New Jersey.

Under the "paper" allocations hearing procedure, parties have the right to ask for an oral hearing. But the FCC retained the right to deny those requests unless "good and sufficient" reasons are given.

Cornell stated that the "unique" nature of its position in the central New York region could not adequately be presented through a paper presentation. It is seeking the assignment of Channel 3 to Ithaca.

New Jersey cited that it is the only one of the 48 states with no channels reserved for educational TV.

An interesting legal agrument was advanced by WJR Detroit, which went through a competitive hearing in 1948 for Channel 6.

The FCC's plan contemplates the removal of that channel from Detroit, leaving no VHF channel available for new applicants. The three channels retained are all in use.

In its filing, WJR "reserves the right to question the legality of any order the FCC may issue which would have the effect of depriving Detroit of the single VHF channel now available."

During last week, the FCC received 102 more pleadings. This brings the total to 450 since the Aug. 27 start of the procedure. The FCC has 15 professional staffers working on the documents—attorneys, engineers and economists.

Cities involved in last week's cases include Chicago, Detroit, Indianapolis, Terre Haute, South Bend, Flint, Toledo and Grand Rapids among others.

Requests for Changes

General tenor of the filings continued along the same lines as previously—changes in the FCC plan or oppositions to changes recommended by others.

Still the most important are the comments urging the retention of VHF channels—or their move to particular cities.

Booth Radio Stations Inc., licensee of WJLB Detroit, pointed to the large number of foreign-born citizens in Detroit as the reason for retaining VHF Channel 6. They do not get much from local radio programs or newspapers because they have only a smattering of the English language, Booth said.

The visual medium would be a terrific bridge between their residence in this country and their lack of assimilation, Booth said.

Educators' continued seriousness regarding TV was exemplified last week by the bulky filing of U. of Southern Illinois, Carbondale, Ill.

FCC proposes no VHF channel for Carbondale. The school asks for Channel 10 in order to cover the 31 coal-mining counties of southern Illinois.

Within 50 miles of Carbondale, the university said, are 450,000 people; within 75 miles there are 750,000 people.

The university plans to spend $287,100 on station construction, the report indicated, with another $150,000 for a building. Yearly operating costs are estimated at $189,000. School's biennial budget is $8,232,400.

DuMont does not contemplate answering the host of oppositions to its plan, it said last week. It pointed out that the DuMont plan got "substantially less" opposition than did the FCC plan.

"DuMont . . . is not especially concerned with the assignment of a specific channel to any particular community," its statement read, "it is interested only in the adoption of an efficient, nationwide plan."

DO YOU WANT 90,581 (OR 58,560) TV HOMES IN WESTERN MICHIGAN AND NORTHERN INDIANA?

There are two television stations serving the 24-county area of Western Michigan and Northern Indiana; WKZO-TV, Channel 3 and Station "B". The respective transmitters are located 25 miles apart. There is an approximate coverage duplication of 40% in the high intensity area.

When two stations serve substantially the same area, it becomes important to determine who covers what, and how much. Under these circumstances, the .1 MV contour method is an outmoded device. Most people in the business agree that *BMB developed the only satisfactory yardstick to determine circulation in radio.* That method, we believe, is the only solution to audience measurement in TV.

During May and June, Jay & Graham Research, Inc. conducted a Videodex diary study using the BMB method covering television homes in 18 Western Michigan and 6 Northern Indiana counties. Fifty or more diaries were tabulated in every county except one; one hundred and twenty-five were distributed in Kent County (Grand Rapids). The result was *smashing proof* of the WKZO-TV audience area showing all counties wherein *15% or more television families view WKZO-TV at least 6 nighttime hours a week!*

The chart at the right shows the results: 90,581 TV families in the 24-county area view WKZO-TV; 58,560 families view Station "B". *Thus WKZO-TV delivers 32,021, or 54.7%, more Western Michigan and Northern Indiana television homes than Station "B"!*

This Videodex Survey, using the time-tested BMB technique, is a must for anyone interested in television. Write direct or ask Avery-Knodel for your free copy, *today!*

videodex report

Percent of Viewing in TV Homes
Western Michigan and Northern Indiana

County	TV Families*	WKZO-TV Nighttime Audience		Station "B" Nighttime Audience	
		Families	%	Families	%
MICHIGAN					
Allegan	6,594	5,071	76.9	4,055	61.5
Barry	3,512	2,564	73.0	2,353	67.0
Berrien	8,231	3,770	45.8	**	
Branch	2,064	1,406	68.1	**	
Calhoun	15,504	12,775	82.4	915	5.9
Cass	3,261	2,462	75.5	398	12.2
Eaton	5,290	3,333	63.0	1,058	20.0
Hillsdale	1,984	1,436	72.4	**	
Ionia	5,813	2,133	36.7	2,534	43.6
Jackson	8,690	1,529	17.6	**	
Kalamazoo	16,473	12,733	77.3	972	5.9
Kent	36,355	13,560	37.3	27,121	74.6
Montcalm	3,917	1,606	41.0	2,648	67.6
Muskegon	12,360	6,007	48.6	7,008	56.7
Newaygo	2,845	964	33.9	1,798	63.2
Ottawa	7,940	4,963	62.5	5,360	67.5
St. Joseph	3,367	2,391	71.0	**	
Van Buren	4,916	2,773	56.4	2,143	43.6
INDIANA					
DeKalb	1,969	1,266	64.3	**	
Elkhart	9,162	2,978	32.5	**	
Kosciusko	2,149	1,117	52.0	**	
LaGrange	1,434	981	68.4	76	5.3
Noble	1,945	1,437	73.9	**	
Steuben	1,809	1,326	73.3	121	6.7
TOTAL	167,584	90,581		58,560	

**TV set figures supplied by dealers and distributors as compiled by Fetzer Broadcasting Company and confirmed by Jay & Graham Research, Inc., who maintains access to the warranty cards showing delivery of television sets by major manufacturers.*

***Measures less than 5%. In three counties, Michigan television Station "C" showed viewing greater than 5%; however, since its degree of penetration was of little value to the pertinence of this study, detailed figures were not included.*

WJEF
tops IN GRAND RAPIDS
AND KENT COUNTY
(CBS)

WKZO-TV
tops IN WESTERN MICHIGAN
AND NORTHERN INDIANA

WKZO
tops IN KALAMAZOO
AND GREATER
WESTERN MICHIGAN
(CBS)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

CROSS-COUNTRY TV

CBS 'Freedom Rally' First

WHILE TV networks released a list of shows thus far scheduled for coast-to-coast transmission starting late this month, the first entertainment program to be broadcast on transcontinental television was slated yesterday (Sunday) to consist of parts of CBS-Television's 12-hour Crusade for Freedom rally and to be carried on 51 stations intermittently from noon until after midnight. The cross-country hookup will not be used again until regular programming is introduced to it Sept. 29.

First use of the cable in an east-to-west direction, the CBS program was to be hosted by Ed Sullivan operating from his own *Toast of The Town* stage as well as from a special "marathon" studio—with top artists, celebrities, and dignitaries throughout the country making appearances to plead for Crusade contributions.

Additional pleas for public support of the Crusade for Freedom were aired, through cooperation of sponsoring advertisers, on all NBC-TV programs carried by the network yesterday.

DuMont Television Network has no immediate plans for participation in the coast-to-coast relay, with the exception of the East-West All-Star Football Game which will be carried transcontinentally by DuMont in December.

Meanwhile, programs thus far scheduled for coast-to-coast television after Sept. 28 were listed as follows:

SATURDAY, SEPT. 29

8-9 p.m. EST—NBC: "All Star Revue" (Kellogg Co., Snow Crop and Pet Milk, participating sponsors) from N. Y.

9-9:30 p.m. EST—NBC: "Your Show of Shows" (eight participating sponsors) from N. Y.

10:30-11 p.m. EST—NBC: "Your Hit Parade" (American Tobacco Co., Lucky Strikes) from N. Y.

STARTING SATURDAY, NOV. 10

8-8:30 p.m. EST—ABC: "Paul Whiteman TV Teen Club" (Nash-Kelvinator Corp.) from Phila.

SUNDAY, SEPT. 30

7-7:30 p.m. EST—ABC: "Paul Whiteman Goodyear Revue" (Goodyear Tire & Rubber Co.) from N. Y.

7:30-8 p.m. EST—CBS: "This Is Show Business" (American Tobacco Co., Lucky Strikes) from N. Y.

8-9 p.m. EST—NBC: "Colgate Comedy Hour" (Colgate-Palmolive-Peet Co.) from Hollywood.

9-10 p.m. EST—CBS: "Fred Waring Show" (General Electric) from N. Y., alternating Sundays with NBC.

9-10 p.m. EST—NBC: "Goodyear Playhouse" (Goodyear Tire & Rubber Co.) from N. Y., alternating Sundays with CBS.

10-10:30 p.m. EST—CBS: "Celebrity Time" (B. F. Goodrich) from N. Y.

10-10:30 p.m. EST—NBC: "Red Skelton Show" (Procter & Gamble) from Hollywood.

STARTING EITHER SUNDAY, OCT. 7 OR 14

7-7:30 p.m. EST—NBC: Chesterfield comedy show (no name selected), with a different comedian each week—opening show probably starring Bob Hope, according to NBC (Liggett & Myers Tobacco Co.) from Hollywood.

DAYTIME SCHEDULE—MONDAY THROUGH FRIDAY (BEGINNING OCT. 1)

3-3:15 p.m. EST—NBC: "Miss Susan," starring Susan Peters (Colgate-Palmolive-Peet Co.) from N. Y.

3:30-4 p.m. EST—NBC: "Bert Park Show" (General Foods) from N. Y., Monday-Wednesday-Friday.

3:30-4 p.m. EST—NBC: "Bill Goodwin Show" (General Electric) from N. Y., Tuesday-Thursday.

4-5 p.m. EST—NBC: "Kate Smith Show" (participating) from N. Y.

MONDAY, OCT. 1

7:30-7:45 p.m. EST—CBS: CBS Television News With Douglas Edwards (General Motors, Oldsmobile Div.) from N. Y.; 11-11:15 p.m. EST — Brought-up-to-date show will be repeated for West Coast viewing (8-8:15 p.m. PST).

8-8:30 p.m. EST — CBS: "Lux Video Theatre" (Lever Bros.) from N. Y. Show will be relayed live to CBS Hollywood for instantaneous TV recording and then processed for retelecasting to West Coast viewers, appearing at 8:30 p.m. PST.

8:30-9 p.m. EST—CBS: "Arthur Godfrey's Talent Scouts" (Thomas J. Lipton Inc.) from N. Y.

10-11 p.m. EST—CBS: "Studio One" (Westinghouse Electric) from N. Y. According to CBS, this is the first hour-long dramatic program to be broadcast live transcontinentally by any network.

(No Tuesday Programs Scheduled)

WEDNESDAY, OCT. 3

8-9 p.m. EST—ABC: "Frosty Frolics" (American Vitamin Assn.) from Hollywood.

10-11 p.m. EST—ABC: "The Celanese Theatre" (Celanese Corp. of America) from N. Y.

THURSDAY, OCT. 4

8-8:30 p.m. EST—CBS: "George Burns & Gracie Allen Show" (Carnation Co.) from Hollywood. According to CBS Television spokesmen, this is the first commercial regularly-scheduled show on any network to come from Hollywood.

10:30-11 p.m. EST—CBS: "Crime Photographer" (Carter Products Inc. and Prom Cosmetics) from N. Y.

STARTING THURSDAY, NOV. 1

8-9 p.m. EST—ABC: "Stop the Music" (Admiral Corp., 8-8:30; P. Lorillard Co., 8:30-9) from N. Y.

FRIDAY, OCT. 5

9-10 p.m. EST—CBS: "Schlitz Playhouse of Stars" (Jos. Schlitz Brewing Co.) from N. Y.

10 'til conclusion, EST—NBC: Gillette Boxing Bouts (Gillette Safety Razor Co.) from N. Y., followed by "Greatest Fights of the Century" (Chesebrough Mfg. Co.) also from N. Y.

'RED' PROBE

Hollywood Hearings on TV

AFTER two days of persistent pressure, the House un-American Activities Committee reversed a no-TV edict and five Los Angeles video stations (KTTV, KECA-TV, KTLA, KTSL, KHJ-TV) in a pool arrangement last Wednesday morning started telecasting the subcommittee's investigation of communism in Hollywood at Los Angeles' Federal Bldg.

KTTV and KECA-TV have one camera each in the hearing room, jointly releasing proceedings to the other stations.

With TV banned from the hearing room on last Monday and Tuesday, KTTV the first two days used the audio and telecast Polaroid Land Camera stills of witnesses. It put live cameras on committee members outside the hearing room during intermissions.

Richard A. Moore, KTTV general manager, conferred Tuesday with Chairman John Wood (D-Ga.) and after receiving his consent polled members of the full committee, phoning several in Washington.

His persistence reportedly resulted in the committee's reversal of its previous stand against TV.

Mr. Moore, in a wire to six other Los Angeles TV stations, declared "inasmuch as KTTV has made possible this reversal of the previous committee policy, we feel it should be the station to make the pickup from the Federal Building." He offered to feed it to other channels at no expense.

Donn Tatum, ABC Western Division director of television and manager of KECA-TV, protested the KTTV stand. He maintained ABC had as much a hand in persuading the committee to change its mind in favor of TV and further demanded KECA-TV cameras and production-technical personnel be included.

After hours of discussion on how the pickup should be made, it was agreed that both have cameras in the hearing room and feed to others in pool. Other responsibilities involved in the telecasts also were divided between the two stations.

SYLVANIA CASE

Closes With FCC Grant

FCC's grant of Sylvania Electric's application for an experimental TV station in Emporium, Pa. last week wrote "finis" to the first case of an "illegal" TV station [BROADCASTING • TELECASTING, Oct. 23, 1950].

A year ago, FCC charged Sylvania with operating an illegal TV station when it discovered a station rebroadcasting programs from WJAC-TV Johnstown, Pa. The station operated for about three weeks before signing off by order of FCC. The Commission took the case to court where Sylvania pleaded guilty to an unintentional violation of the Communications Act and was fined $2,500.

Sylvania's experimental station will broadcast on Channel 7 and in two bands of the UHF (520-540 mc and 870-890 mc) with powers of 15, 25 and 100 w. Estimated cost of the station is $10,500.

SEG Warns Producers

ALLEGED increase in number of Screen Extras Guild contract violations by television film producers last week brought a warning to producers by the guild that further contract violations "would not be tolerated." Concurrently SEG members were notified that they must inform the guild office of any contract violations coming to their attention.

Mr. Ellin (r) wins approval for his international block party from Lieut. Comdr. H. A. Bisonet (l), assistant officer in charge of Navy recruiting in Baltimore, and Gov. Theodore R. McKeldin.

BLOCK PARTY

Baltimore to Italy

INTERNATIONAL block party of good neighborliness — involving Baltimore, U.S.A., on the giving end and Leghorn, Italy, on the receiving end—is what WMAR-TV personality Marvin Ellin will be conducting a month hence.

Because of his weekly *Block Party* on WMAR-TV, Mr. Ellin and his six sponsors plan to distribute food packages to some 1,500 poor families in Leghorn. Their names have been provided by the Italian government.

Mr. Ellin will make the deliveries personally, thanks to air transportation to be provided by the U. S. Navy in recognition of *Block Party's* promotion of recruiting.

Winners of the *Block Party* contests are permitted to name a block in Baltimore to which the program sponsors distribute samples of their wares. An Italian-born listener picked Leghorn, however.

A year ago another listener picked a block in Vienna's Russian sector but communist authorities refused to permit delivery.

NCAA PLAN

Tug Wilson Discusses

CONTROVERSIAL subject of college football telecasts will be discussed by Kenneth L. (Tug) Wilson, athletic commissioner of the Big Ten and secretary-treasurer of the National Collegiate Athletic Assn., at the first fall meeting of the Chicago Television Council tomorrow (Tuesday). Clifton Utley, NBC AM-TV local and network commentator, will serve as moderator at the luncheon meeting in the Tropical Room of the Sheraton Hotel.

Arranged by Harry Dieter of Foote, Cone & Belding, the meeting coincides with the start of the college football season and the beginning of the NCAA experimental television plan sponsored on NBC-TV by Westinghouse. CBS will carry colorcasts of nine games.

Thanks, everyone - - -

everyone who wrote, or said, or thought nice things about

KPIX production of the

Japanese Peace Conference

KPIX, San Francisco's pioneer television station, is happily rewarded for its work as the station selected to engineer and produce the entire Japanese Peace Conference in San Francisco for all stations and networks by words of praise, both direct and indirect.

To every newspaper and magazine critic, to every commentator, to the writers of thousands of words of praise in letters from contemporaries and listeners, and very especially to the millions whose enthusiasm we could not hear but could feel so distinctly, KPIX expresses here its genuine and humble appreciation.

Thanks, too, to all those who made possible the wonderful reality of transcontinental television. KPIX is proud to have been the key station in a thrilling achievement that foretells tremendous things for the days and years to come.

Wesley I. Dumm
President

Philip G. Lasky
Vice President & General Manager

KPIX CHANNEL **5**
MARK HOPKINS HOTEL San Francisco

CBS and DUMONT TELEVISION NETWORKS
Represented by The Katz Agency

Station
KRLD
TV
DALLAS
Serves
THE LARGEST
TELEVISION
MARKET ..
Southwest
DALLAS
FT· WORTH

Combined Population
DALLAS and TARRANT
COUNTIES . . .
920,500

NOW there are
129,564
Television Homes
in KRLD-TV's
Effective
Coverage Area
The CBS Station
for DALLAS and
FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

Lower Set Production, But More Sales

(Report 182)

PRODUCTION of television sets will drop about 30% this year compared with 1950, but sales of new sets and those in warehouses will increase because of relaxed credit controls, lowered prices, rising consumer income and coast-to-coast programming.

This was the prediction last week of Television Shares Management Corp., Chicago investment advisor of Television-Electronics Fund Inc.

Company researchers concluded the total set production will be 5,300,000 units this year, contrasted with a 1950 volume of 7,500,000. The top 10 manufacturers are expected to produce 71% of the total industry output, or 3,780,000 sets. The percentage was about the same last year, when the leading 10 set makers produced 5,337,000 units.

RCA Will Lead

Of the top 10, RCA again will lead the field, TVA Shares Management predicts, with 700,000 units this year. It produced 950,000 writs last year; both years producing about 13% of the industry total.

Admiral and Philco are tied for second again this year, the report estimates, with 625,000 sets each contrasted with 875,000 each in 1950. Third place is shared by Emerson, General Electric and Motorola, with 400,000 units in 1951 compared with last year's totals of 550,000, 425,000 and 660,000, respectively.

The investment concern envisions a shortage of sets for dealers early next year because of the shortage of essential materials such as copper, nickel, aluminum and cobalt, which will result in curtailed production. Military equipment orders, however, will pick up the civilian business slack, the company predicts.

Supplies in '52

Peak of military production will have passed by late 1952, the management company believes, and critical materials will then be in good supply.

Complete 1950 totals and 1951 estimates for the top 10 follow:

	1951	1950
RCA	700,000	950,000
Admiral	625,000	875,000
Philco	625,000	875,000
Emerson	400,000	550,000
General Electric	400,000	425,000
Motorola	400,000	660,000
Zenith	300,000	450,000
DuMont	130,000	240,000
Crosley	100,000	140,000
Hallicrafters	100,000	172,000
TOTALS	3,780,000	5,337,000
Balance of Industry	1,520,000	2,163,000
TOTAL INDUSTRY	5,300,000	7,500,000

Meanwhile, Emerson and Zenith have announced new 1952 set lines.

Emerson line leads off with a 17-in. table model at $199.95, has a 20-in. console ensemble at $279.95. Emerson President Benjamin Abrams told distributors at New York meeting that company's two-year color guarantee would hold for limited time. Some months ago Emerson promised full allowance of the price of its black and white TV sets toward the purchase of any make color TV receiver if within two years.

Emerson also showed 23 radio receivers, ranging in price from $16.95 to $199.95.

Zenith's 21-model TV line starts with a 17-in. table model with "pyroxylin" top and sides for $249.95, with a 20-in. table model at $299.95. All sets contain materials-savings electro-static focusing picture tubes, "fringe-lock" circuit for improved fringe area reception. All have Zenith's turret tuner which permits UHF reception through the replacement of one of the strips, and a jack for a color unit when available.

Zenith also showed six new radio-phonograph combinations, ranging in price from $259.95 to $349.95. All have AM and FM radio.

List prices remain unchanged, but DuMont prices to distributors were reduced 10 to 15% last week. Price cut is effective until Nov. 3, DuMont sales executives said. After that date, it is quite possible

(Continued on page 76)

Weekly Television Summary—September 24, 1951—TELECASTING SURVEY

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	9,450
Ames	WOI-TV	61,544
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	313,889
Binghamton	WNBF-TV	42,025
Birmingham	WAFM-TV, WBRC-TV	60,000
Bloomington	WTTV	17,200
Boston	WBZ-TV, WNAC-TV	766,492
Buffalo	WBEN-TV	214,287
Charlotte	WBTV	86,405
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	949,793
Cincinnati	WCPO-TV, WKRC-TV, WLWT	300,000
Cleveland	WEWS, WNBK, WXEL	494,238
Columbus	WBNS-TV, WLWC, WTVN	229,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	129,564
Davenport	WOC-TV	62,263
	Quad Cities Include Davenport, Moline, Rock Ise., E. Moline	
Dayton	WHIO-TV, WLWD	210,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	616,544
Erie	WICU	71,576
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	129,564
Grand Rapids-Kalamazoo	WLAV-TV	146,181
Greensboro	WFMY-TV	73,911
Houston	KPRC-TV	84,129
Huntington-Charleston	WSAZ-TV	50,562
Indianapolis	WFBM-TV	171,250
Jacksonville	WMBR-TV	38,750
Johnstown	WJAC-TV	106,796
Kalamazoo-Grand Rapids	WKZO-TV	146,181
Kansas City	WDAF-TV	132,784
Lancaster	WGAL-TV	109,112
Lansing	WJIM-TV	55,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	1,013,000
Louisville	WAVE-TV, WHAS-TV	103,79
Memphis	WMCT	93,16
Miami	WTVJ	81,60
Milwaukee	WTMJ-TV	257,60
Minn.-St. Paul	KSTP-TV, WTCN-TV	273,30
Nashville	WSM-TV	37,02
New Haven	WNHC-TV	173,00
New Orleans	WDSU-TV	62,15
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,500,00
Newark	WATV	
Norfolk	WTAR-TV	75,31
Oklahoma City	WKY-TV	95,81
Omaha	KMTV, WOW-TV	86,62
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	883,00
Phoenix	KDHO-TV	40,10
Pittsburgh	WDTV	300,00
Providence	WJAR-TV	162,00
Richmond	WTVR	95,07
Rochester	WHAM-TV	88,13
Rock Island	WHBF-TV	62,26
	Quad Cities Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	51,50
San Antonio	KEYL, WOAI-TV	51,19
San Diego	KFMB-TV	108,46
San Francisco	KGO-TV, KPIX, KRON-TV	218,00
Schenectady-Albany-Troy	WRGB	160,90
Seattle	KING-TV	92,60
St. Louis	KSD-TV	306,00
Syracuse	WHEN, WSYR-TV	129,27
Toledo	WSPD-TV	127,00
Tulsa	KOTV	84,27
Utica-Rome	WKTV	58,00
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	281,12
Wilmington	WDEL-TV	77,67

Total Markets on Air 63 — Total Stations on Air 107 — Estimated Sets in Use 13,482,00

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Eyes and Ears of ~~a~~ two GOOD CITIZENS

The "Children's Workshop" is something unusual in public service programs. Designed on the theory that busy minds and hands at 6 prevent delinquency at 16, this show has not only won a distinct place in the heart of our community for itself—but also for the Borden Company, its sponsor. Yes, its *sponsor!* Here's proof that public service shows, conceived to fit the aspirations of a community, can be sponsored and still be in the public service. ●

Conceived by Mrs. Winifred Naas, the "Workshop Lady," this program is built to develop character in the young television viewers in this community. It consists of a period called "Manners—or Living With Others"—a period of creative arts and crafts—a question period, with telephone answers—and a play and acting project. No children appear in the commercials. The Workshop Lady regularly answers hundreds of weekly requests for creative crafts direction sheets, and answers over 150 personal letters a week—*half of them from adults!* And the Borden Company, expanding a trial period of 4 weeks indefinitely, reports increased sales and widened markets through their host of new friends.

"We feel this is an excellent program for children," writes Michael Solomon, Assistant Superintendent, Division of Recreation, City of Dayton, "and are especially grateful to Mrs. Naas for the opportunity she has given us this summer to publicize events on playgrounds of special interest to children."

It's a privilege to be associated with another good citizen in this program dedicated to better youthful citizenship. As a locally-owned, locally-operated station, we take special interest in programs designed to make our community a better place to live. Judging by both mail response and surveys*, Dayton reciprocates those efforts in its viewing preferences . . . WHIO-TV is represented nationally by the George P. Hollingbery Company.

CHANNEL 13
whio-tv ·AM ·FM
DAYTON, OHIO

*EXAMPLE—Pulse August survey shows that 8 out of top 10 televised shows were aired via WHIO-TV.

Telestatus

(Continued from page 74)

that prices may be boosted, they said.

Small in size but fast-moving in sales is Muntz TV Inc., according to a Sept. 15 announcement by President Earl Muntz. He said company had sold 12,000 sets in August, compared with 7,000 same 1950 month. More than 2,000 sets were sold the weekend of Sept. 8-9, he said.

Muntz Schedule

In view of indications of a sustained demand, Muntz will continue to produce 11-12,000 sets a month, Mr. Muntz said.

New Muntz 24-in. set at $349.95 is scheduled to go into regular production Oct. 1, he announced, with schedule of 500 sets for the first month.

Another small TV manufacturer reported that the first nine months of its 1951 fiscal year were the largest in its history. Net worth as of July 31, according to an unaudited figure, was $383,606, reported Harry Kaye, president of Kaye-Halbert Corp., Los Angeles. This compares with May 31, 1950 net worth of $212,753, and Sept. 30, 1949 net worth for that full fiscal year of $69,454.

WCAU-TV Issues Rate Card No. 7

WCAU-TV Philadelphia has announced Rate Card No. 7, effective Sept. 16.

Robert M. McGredy, sales manager, disclosed a new basic, Class A hour rate of $1,500, with one-minute announcements at $300. Current advertisers will continue under Rate Card No. 6 until March 16, 1952, Mr. McGredy added.

Godfrey Leads Nielsen August Report

ARTHUR GODFREY won both first and last places in Nielsen national ratings for the top 10 TV shows during two weeks ending Aug. 25. The Nielsen report, released last week, follows:

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS*

PROGRAM	HOMES (%)
Arthur Godfrey's Friends (Liggett & Myers)	32.1
Big Town	31.4
Pabst Blue Ribbon Bouts	31.2
Amos 'n' Andy	31.2
Toast of the Town	31.2
Westinghouse Theatre	30.9
Kraft Television Theatre	29.2
Racket Squad	28.5
Philco TV Playhouse	27.9
Arthur Godfrey's Scouts	26.8

*The Nielsen "percent of homes reached" gives a relative measurement of the audience obtained by each program in the particular station areas where it was telecast—all TV homes in those station areas able to view the telecast being taken as 100%.

Copyright 1951 by A. C. Nielsen Co.

SHERIFF John Babb (l) of Chicago's Cook County congratulates Spencer Allen, WGN-TV Chicago newsreel director, for the station's telecast of films which helped identify a convicted killer who escaped from the county jail. Station shot the film last December when the killer was convicted and then presented them again after he escaped.

Truman Tops Sept. Trendex

CBS's *Man Against Crime* led the top 10 Trendex Ratings for sponsored television shows for the week of Sept. 1-7, but President Truman's address to the Japanese treaty conference won the highest single rating (50.1), according to a list released last week covering 20 cities. The top 10:

	Program	Rating
1	Man Against Crime (CBS)	32.6
2	Godfrey's Talent Scouts (CBS)	31.8
3	Fireside Theatre (NBC)	31.4
4	Video Theatre (CBS)	31.1
5	Arthur Godfrey's Friends (CBS)	30.9
6	Danger (CBS)	28.8
7	Big Story (NBC)	26.2
8	TV Theatre (Kraft) (NBC)	26.0
9	The Web (CBS)	25.5
10	Suspense (CBS)	25.3
	Special event: President Truman, Sept. 4 Japanese Treaty Conf.	50.1

(Above figures are based on one live broadcast during week of Sept. 1-7.)

VIDEO THREAT

Making Movies Better

MOVIE industry isn't worried about "inroads" of television, according to Dore Schary, MGM vice president in charge of production.

He told Los Angeles ad club members Tuesday that the film industry hasn't adopted an "ostrich-like" attitude toward video, but has viewed it sensible.

"If TV is our rival," he said, "then we are meeting the challenge in the only sensible way by making a better product that is beginning to do better business than ever before."

A challenge set up by television was attributed by Adolph Zukor, board chairman, Paramount Pictures Corp., for the vast number of upcoming quality movies.

In Hollywood in mid-September to screen Paramount's new product, Mr. Zukor at a press conference gave the competition of video as responsible for "making us better than in the past."

Survey* Shows 212,940 RADIO HOMES* 31,072 TV HOMES AND BUSINESSES*

IN TULSA TV AREA ...

AS OF JULY, 1951

★ NOT "178,498 RADIO HOMES" NOT "OVER 83,000 TV HOMES" as claimed by Tulsa's TV Station

In an independent survey by Leslie Brooks & Associates, Research Consultants of Tulsa, Oklahoma, it was found that the Tulsa TV area, defined as the .1 MV area of Tulsa's single Television Station, has 212,940 radio homes and 31,072 Television Homes and Businesses as of July, 1951. This is in contrast to the Tulsa Television Station's claims in literature and in advertising of "178,498 radio homes" and "over 83,000 television sets" in the area. The survey was conducted in Tulsa and in 40 towns in the Tulsa TV area. A 3,416 interview sample was made, statistically valid within two percent.

$1,000 REWARD!

Associated Tulsa Broadcasters have posted $1,000. with the First National Bank and Trust Company of Tulsa to be given to the first person proving the Brooks survey is not within 5 per cent of accuracy, as of date made.

PERCENT OF MARKET SATURATION

	TELEVISION SET (HOMES AND BUSINESSES)	RADIO SET (HOMES ONLY)
IN CITY OF TULSA	21.0%	98.8%
IN TULSA TV AREA (EXCLUSIVE OF TULSA)	11.3%	98.3%

FAMILIES WITH BOTH TELEVISION AND RADIO SETS — AVERAGE PER DAY:

4.28 HOURS LISTENING TO RADIO
4.45 HOURS VIEWING TELEVISION

FAMILIES WITH RADIO SETS ONLY — AVERAGE PER DAY:

5.3 HOURS LISTENING TO RADIO

Associated Tulsa Broadcasters

KAKC • KFMJ • KOME • KRMG • KTUL • KVOO

A copy of the survey may be obtained by writing any Tulsa radio station or from their National Representatives.

FILLING THE GAP...

(As seen in Look Magazine's Sept. 25th issue)

APPEARING ALSO ON OUR FIRST PROGRAM

A SMART NEW WOMAN'S SHOW "Fashion Previews"

Here is the only comprehensive spot-news fashion program available on television film.

Fashion Previews is a weekly 12 minute spot-news fashion program, filmed in cooperation with leading women's magazines and starring America's top fashion designers. A program of immediate and compelling interest . . . informative, authoritative and entertaining . . . a natural for any advertiser who wishes to influence a woman's audience . . . Appliance Dealers, Jewelers, Furniture Dealers, Super Markets, Shoe Stores, Cosmetics, etc.

The commentary and interviews are handled by Frances McGuire . . . well known fashion expert, and features each week such personalities as PAULINE TRIGERE, LILLY DACHE, CEIL CHAPMAN, JACQUES FATH, NORMAN NORELL, SALLY VICTOR, TINA LESER and many others.

Among UTP important recent releases are:

Old American Barn Dance • Royal Playhouse

Rebound • Chimps • Sleepy Joe • and others

Exclusive distributors for
Bing Crosby Enterprises
Kling Studios

Write, wire or phone for availabilities for your market. Immediate starting date.

UNITED TELEVISION PROGRAMS, inc.

360 N. Michigan Avenue
Chicago, Illinois
CE 6-0041

444 Madison Ave.
New York, N. Y.
PL 3-4620

140 No. LaBrea
Hollywood, Calif.
WE 8-9181

WOW-TV
Gets the Call
for
TV FOOTBALL
in the
Omaha-Plus Area!

42
great games scheduled
on WOW-TV

12 Sunday Afternoon Professional Games (from Dumont)

7 College Games (NCAA) on Saturday afternoons for Westinghouse (NBC)

11 "Big-Seven-Game-of-the-Week" Games on Tuesday nights by Film for Phillips 66

10 Nebraska U. games by film

Plus the Rose Bowl Game and Pro Playoff Games

• •

Wise National Spot Buyers know that a schedule like this means WOW-TV is the Station to buy, in this rich Market

• •

WOW-TV
Insurance Bldg., Omaha
Telephone WEbster 3400
Frank P. Fogarty, Gen'l Mgr.
or
ANY JOHN BLAIR-TV OFFICE

TV IN COURT

ABA Panel Argues Rights

SELF-IMPOSED restraint was called for, whether television is allowed in or out of court, by a panel discussing "the responsibility of the press, radio and television for fair criminal trials" at the American Bar Assn.'s meeting in New York last week.

Panel members included Newsman Marquis Childs; Jack Gould, radio-TV editor of the *New York Times;* Rudolph Halley, former counsel to the Kefauver Committee, and Simon H. Rifkind, former U. S. District Judge.

They centered their talks upon television and showed marked disagreement.

Childs Shows Concern

Mr. Childs showed concern over admitting the medium into the courts. Admitting that the Kefauver hearings had brought a "great moral issue" before the public, he decried the "sensationalism" involved.

Mr. Childs contended that TV provided an incentive for the prosecutor to "go all out," which he termed a deplorable result "in view of a recent tendency to select or promote judges on the basis of prominence they have received in some particular prosecution or trial."

Questioning the propriety of TV lights and noise in the courtroom, Mr. Childs wondered about the selectivity of TV coverage and how it would be possible to obtain a fair, free, and full presentation of proceedings with the medium limited by strict time schedules.

Arguing that television "is an extension of journalism" that should be allowed access at all trials —not just criminal proceedings—Mr. Gould said the primary problem to achieve balance between two sets of rights: The right of fair trial and the right of free coverage by information media.

He explained television can be an unobtrusive member to the court, not requiring the Kleig lights necessary for newsreels nor making the noise that film cameras do.

Television, he said, is not the "mass jury" that President Truman has labelled it, but the opposite, since TV audiences, rather than collected in a group, are dispersed among their own homes.

The status of television and economy of its programming require extensive commercial scheduling. This will make four-to-five day coverage of any court proceeding an expensive and therefore unusual event, he said.

Telecasting trials, hearings and investigations thus will have to be accomplished for the greater part through kinescopes, which will allow for the same editorial discretion now used by newsreel producers in selecting the parts representive of the whole.

"Are the problems of television," Mr. Gould queried, "really new ones or recurrences of old ones? If there are faults in publicizing judicial procedures, it may be the faults of man—not of a mechanical invention."

Mr. Halley felt the question of television really reverts to the one of public education. Reminding the group that technical civilization has progressed far beyond individual thinking, Mr. Halley said that if TV is not the answer to the problem of mass information, it is at least the hope.

"Don't be frightened of the main subject [TV]," he warned, "but learn how to use it."

Medium Commended

Commending television for its excellent development to date in offering program choices that radio has not provided, the lawyer cited TV as a "merciless eye" for reporting to the public. Rather than allowing sensationalism and deprivation of individual witness' rights, television at the Kefauver hearings acted as a deterrent on the committee, he said.

"Browbeating can't occur in a court when the public can see and decide for itself," he observed.

The same is true for coverage of legislative activity, he urged. Rather than encouraging sensationalism before the camera, television discourages it by exposing it.

Judge Rifkind seized upon the responsibility of the media, saying that if the radio, television and press are larger citizens with louder voices and greater reaches, they might also have greater responsibility. Thus, he considered what the media should not do lest it interfere with the due processes of law.

Truth Can Hurt

Pointing out there are times when truth can be an impediment to justice if that truth is irrelevant, immaterial, or inflammatory, he said such a case becomes so celebrated that the jury is exposed to information, influence and opinion of a non-legal kind.

"If you have a right to publish, you also have a right to refrain from publishing," he advised.

The bar and public information media should try to find a common ground, Judge Rifkind said, so that the rights of free information and free trial can coexist.

He reminded the lawyers that whereas litigants have the right to a non-secret trial, the public—and its representatives—has no right to enter the trial.

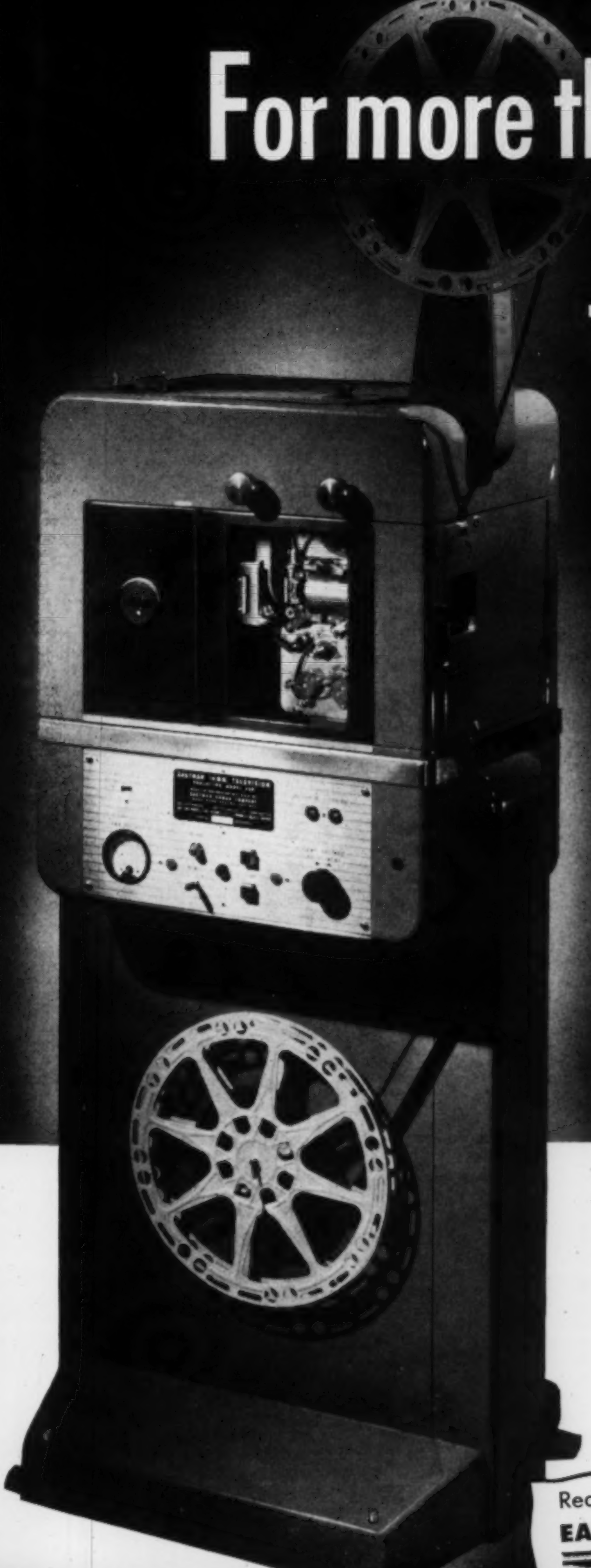
"The court is not an educational institution, but a place of business. The question is, 'Will television bring a fairer trial?' I'd not give a minute's thought to the rights to cover that trial."

The panel discussion was taped by WFDR New York for broadcast Friday, 9-11:15 p.m. (EDT.).

CONNIE DESMOND was assigned by CBS-TV last week to work as principal broadcaster for network's football colorcasts this fall. At least 11 stations have been lined up to carry the colorcasts, though some plan to use them only on closed-circuit basis [BROADCASTING • TELECASTING, Sept. 17].

CAPITAL CITY kickoff was given *Kieran's Kaleidoscope* TV film series on opening day by WMAL-TV Washington. At Statler luncheon were (l to r): William Green, radio-TV director, and William Doors, account executive, Lewis Edwin Ryan agency; Paul Moss, president, International Telefilm Productions; John Kieran; Arthur Lee Thompson, president of sponsoring Thompson's Dairy, and Ben Baylor, WMAL-TV assistant manager. Educational films will be made available to schools after each episode has been telecast.

SRT-TV SRT-TV SRT-TV
SRT-TV
INTENSIVE PROFESSIONAL
COURSES
in TELEVISION
BROADCASTING
Instruction by top-ranking professionals under actual broadcast conditions
Complete TV Station Equipment
Co-Educational • Day or Evening
Approved for Veterans
Send for free prospectus "Careers in Television"
SRT/(School of Radio Technique)
TELEVISION STUDIOS
America's Oldest Broadcasting School
316 West 57 St., New York 19, N. Y.
PLaza 7-3212
SRT-TV SRT-TV SRT-TV



For more than a year...

EASTMAN 16mm. TELEVISION PROJECTOR, MODEL 250

NEVER before have so many revolutionary new ideas been combined so successfully in one 16mm. projector.

Designed for continuous trouble-free performance . . . used for more than a year in leading key network studios . . . the Eastman 16mm. Model 250 is giving an amazing account of itself . . .

- Precise sprocket-type geneva pulldown assures exceptional film steadiness . . .
- Exclusive feature makes possible "still-frame" operation —permits commentary from "frozen" frame . . .
- Simple, convenient control system includes remote control, gives maximum over-all operating efficiency . . .
- Advanced optical and electronic engineering makes possible unparalleled sound reproduction . . .
- Improved tungsten illumination—plus "Lumenized" Kodak Projection Ektar Lenses—provide unusual mosaic screen image brilliance.

Write today for detailed information on specifications, prices, and delivery.

Available upon request: "Theater Quality 16mm. Projection." This 16-page book describes features of Eastman Projector, gives much valuable projection information. Write for your copy today.

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

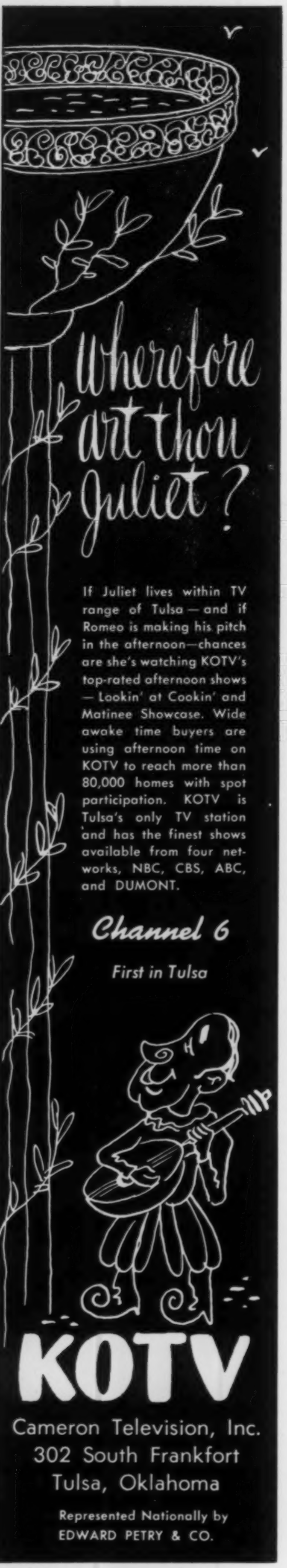
East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Record every program on film . . .

EASTMAN TELEVISION RECORDING CAMERA



Wherefore art thou Juliet?

If Juliet lives within TV range of Tulsa — and if Romeo is making his pitch in the afternoon—chances are she's watching KOTV's top-rated afternoon shows — Lookin' at Cookin' and Matinee Showcase. Wide awake time buyers are using afternoon time on KOTV to reach more than 80,000 homes with spot participation. KOTV is Tulsa's only TV station and has the finest shows available from four networks, NBC, CBS, ABC, and DUMONT.

Channel 6

First in Tulsa

KOTV

Cameron Television, Inc.
302 South Frankfort
Tulsa, Oklahoma

Represented Nationally by
EDWARD PETRY & CO.

Cost Formula

(Continued from page 28)

termed the Capehart formula "unworkable." Sen. Capehart, in turn, said nobody except persons "who are losing money" could apply for readjustment.

The National Assn. of Manufacturers got into the act Wednesday. It warned Congress that the administration substitute not only would endanger the national defense but also would contribute nothing constructive to the anti-inflation fight.

"The Capehart amendment, if fairly interpreted and put into regulatory form, would have a stabilizing effect in that it would end some of the uncertainty which has plagued manufacturers in regard to their price ceilings," NAM held. It "spells out definitely what are allowable costs and gives industry a reasonable assurance that the rules of the game will not be changed by a government agency."

Additionally, it charged, the administration proposal would "likely be administered in a manner which would not permit industry to recoup all legitimate costs increases," and give "broad discretionary powers" to OPS.

Draws Sharp Protests

The original OPS Ceiling Price Regulation 22, to which the Capehart formula was to be applied, had drawn sharp protests from the industry which feared that ad budgets might be pared in many instances because of early price ceilings. The Capehart plan had allayed those fears on the basis that not only would advertising be considered an allowable cost in figuring new prices but also that a serious threat to all media had been thwarted.

James D. Shouse, vice president of Avco Mfg. Corp. and board chairman of Crosley Broadcasting Corp. had been a primemover in the early fight [BROADCASTING • TELECASTING, Aug. 6, June 11, May 28].

The exemption set aside for advertising agencies contained a list of 22 different services which, according to OPS "have little effect on the cost of living or which cannot practicably be controlled."

Also included were managers of actors, actresses and athletes, clubs or associations organized and operated "exclusively" for social, recreation and other non-profit purposes, and "labor relations counsellors."

In exempting them from price control, OPS explained:

> **Advertising agency services and services rendered by managers for actors, actresses and athletes and by labor counsellors involve the interaction of many factors, such as varying market conditions and demands, time element, individual fee negotiations and with respect to advertising agencies special talent and subject matter incident thereto, which render such services not practicably amenable to regulation.**

In another move OPS amended Ceiling Price Regulation 22 governing methods for calculating the increased cost of materials.

EXCESS PROFITS

Hill Committee Urges 'Special Relief'

"SPECIAL RELIEF" from excess profits tax burdens should be granted the radio-TV industry which has been "doubly penalized" in sustaining large losses during development of the television medium.

This conviction was spelled out in the $5½ billion tax revenue bill reported by the Senate Finance Committee last Tuesday and sent to the floor for prolonged debate. [BROADCASTING • TELECASTING, Sept. 17].

Despite the victory looming on the horizon for radio broadcasters engaged in TV, there were storm warnings that the committee proposal was headed for strong opposition from administration stalwarts late Thursday.

Joining in the fight was President Truman, who complained that the proposed measure would impair the effectiveness of the income and profits structure and "give certain corporations unwarranted relief from excess profits taxes."

A less substantial victory appeared in the offing for television-only operators who would be required to use the radio-TV rate of return for the period 1946-1949.

Combined radio-TV broadcasters would be able to use their own earnings income or the industry rate for tax computation purposes, with an advantage accruing through utilization of the former in the case of longer established broadcasters.

The committee explained the working of the new formulas in this fashion:

> **The bill grants corporations which, during the base period, derived part of their gross income each from TV and radio broadcasting an alternative method of figuring their average earnings base period net income for excess profits purposes. They are given two new alternative methods of computing a rate of return for the base period (1946-49) and are permitted to apply to their total assets at the end of the base period "whichever rate of return results in the lower tax."**
>
> **The first alternate rate is computed by eliminating from the corporation's own income during 1946-49 its TV losses and by eliminating from its assets those used in TV. The rate of return on the radio business is reached by dividing its income (excluding TV income and losses) by assets used otherwise than in TV.**
>
> **The second optional method permitted to radio-TV broadcasting in computing the rate of return is to use the industry rate of return from 1946 to 1949.**

"The above method of determining base period earnings," the committee explained, "represents in effect what the company would have earned had it remained in the radio broadcasting business alone during the base period but had had the use of the assets held as of 1949 during the base period."

The committee added "it is not possible to offer a similar alternative for those using the industry rate of return" (TV-only operators) because of the "lack of data on tax returns" for the base period years as to TV losses and assets devoted to TV.

The proposal also would permit radio-TV operators also engaged in non-broadcasting enterprises (such as newspaper publishing) to compute their tax for radio-TV only. Thus, radio-TV and newspapers or other businesses would be treated as separate corporations, each eligible for relief.

TV-Only Broadcasters

With respect to TV-only broadcasters in business before Jan. 1, the amount is computed by multiplying total assets on the last day of its base period by the base period return for the industry as a whole.

Credit for guiding the industry through the rough shoals of excess profits in committee belongs to Sen. A. Allen Frear (D-Del.), whose model bill (S 1861) served as the basis for committee action [BROADCASTING • TELECASTING, Aug. 6, July 30, 23].

As it went to the Senate the bill called for a top income tax rate on corporations of 52% with a maximum effective rate, including excess profit levies, of roughly 69% —or a ceiling of 17% on excess profits taxes.

The administration forces were led by Sen. Hubert Humphrey (D-Minn.). They sought to boost the overall tax levy from the present $5½ billion to a figure closer to

(Continued on page 82)

"K.O." HIGH TV FILM COSTS!

8 SECOND SPOTS with AUDIO as low as $50.00

Write for details! Let us quote on your next film!

Filmack STUDIOS

1331 S. WABASH AVE. CHICAGO

Thirty-three years of producing film messages have given us the know-how to put selling punch into TV film spots and yet keep costs down.

Features!

that's why Zenith is America's most

demonstrable Television!

Check these...Use these ...and you're sure to SELL!

- ✓ **Built-in Provision for UHF**—Zenith sets can be made ready to receive new UHF stations in just 15 minutes . . . no costly external converters to buy!
- ✓ **Sensitized "Super-Range" Chassis**—"reaches out" to pull in weak signals. Minimizes "snow" and other picture faults—especially in fringe areas.
- ✓ **Gated Automatic Gain Control**—tiny electronic gate admits picture signal for 15 millionths of a second—then closes to lock out interference!
- ✓ **One-Knob Automatic Tuning**—on VHF now . . . and on proposed new UHF stations after adding UHF tuner strip. Pre-tuned . . . no adjustments required!
- ✓ **"Gated Beam" Sound and Picture Stabilizer Tubes**—screen out sound interference. Assure steady, clear reception of both picture and sound.
- ✓ **"Glare-Ban" Blaxide* "Black" Tube**—for pictures almost unbelievably clear and "real." Brings out full rich contrast—permits viewing in a lighted room—as doctors recommend.

Need a magic formula for higher turnover? Zenith has it! No mystic words. No Aladdin's Lamp. Just a big, strong, sales-winning combination of *more* features and *better* features . . . a combination prospects can't seem to resist!

Featured here—two of the hottest models in television today. Packed with Zenith features, Zenith quality . . . yet priced so low they spell top value to customers . . . top turnover for you. Cash in now on Zenith . . . America's most demonstrable television!

The Burke

18th Century cabinetry at its tasteful best, interpreted in rich Mahogany veneers and selected hardwoods. With Zenith 17-inch rectangular tube. **Model H2052R.**

The Marlowe

Get ready for sales . . . when you feature the Marlowe! A compactly modern table model covered with functional Mahogany Pyroxylin. 17-inch rectangular Blaxide* "Black" picture tube. **Model H2029R.**

*The quality **built into** every Zenith is positive assurance that Zenith profits are profits you can keep. No extra service, rebates, and other costly attempts to pacify customers.*

ZENITH
"LONG DISTANCE" RADIO and TELEVISION
THE ROYALTY OF RADIO AND TELEVISION

ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS

*Reg. U. S. Pat. Off.

Also Makers of Fine Hearing Aids

UHF SUCCESS
Told at IRE Meet

PROBLEMS and successes of UHF occupied the attention of more than 100 members of the Institute of Radio Engineers' Professional Group on Broadcast Transmission Systems at the Franklin Institute in Philadelphia Sept. 17.

Of prime interest was the discussion by RCA Labs', Dr. George H. Brown and NBC's Raymond F. Guy on increased power gained by tilting the Bridgeport UHF antenna. Tilting of the antenna downward increases the signal strength 10 db to a distance of five miles from the transmitter, Dr. Brown reported. At greater than five miles, the signal decreases in strength.

With an effective radiated power of 40 kw, he said, a median field intensity of at least 10,000 microvolts per meter is obtained out to a distance of five miles.

The tropospheric field 100 miles from the transmitter is reduced 12 db when the beam is tilted, he said.

Tilting increases the power of the antenna by three times over that radiated at normal position.

Mr. Guy told the story of the Bridgeport UHF station, which has began operating on 850 mc—the top of the UHF television band.

Transmission line problems were discussed by John M. DeBell Jr. of DuMont. Line losses increase drastically with the higher frequencies, he said, and reach a point where larger cables or wave guides are necessary. Each have their problems in cost and bulkiness, which Mr. DeBell described.

Problems of receiver design for UHF reception were described by W. B. Whalley of Sylvania Electric Products. Primary problem is the type of tuner—continuous, semicontinuous or "band-spread," or selector switching. TV set owners prefer the latter, he said. He also detailed what parts of the present TV chassis had to be changed, what parts could be used in UHF unchanged.

Bailey Is Moderator

Also of great interest to consulting engineers was a field strength analyser described by NBC's Frederick W. Smith.

The meeting was moderated by Stuart L. Bailey, Jansky and Bailey, Washington consulting engineers, and Dorman D. Israel, Emerson Radio and Phonograph Co., New York.

Among others who spoke were: Lewis Winner, chairman, IRE Professional Group on Broadcast Transmission Systems; William Sayer Jr. and Elliot Mehrbach, Allen B. DuMont Labs; R. A. Soderman and F. D. Lewis, General Radio Co.; L. O. Krause, General Electric Co.

Excess Profits

(Continued from page 80)

the $10 billion asked by the Chief Executive.

The Finance Committee expressed "serious doubts," however, as to "feasibility of raising any substantial additional revenue from income tax sources."

President Truman had complained that "corporate profits are at record levels."

The committee went along with the House version to raise the top corporate tax from the present 47% to 52%. The Senate committee would make tax boosts retroactive to April 1, rather than Jan. 1 as recommended by the administration.

No provisions were made for raising excise taxes on radio-TV receivers, also asked by Mr. Truman. Present rate at manufacturers' level is 10%. The administration had sought a boost to 25%.

KTTV Suit

A 30-DAY extension has been given KTTV (TV) Los Angeles to answer charges of a plagiarism suit filed two weeks ago by attorneys for Morris Braun, MGM property man [BROADCASTING • TELECASTING, Sept. 17, 3; Aug. 27]. Mr. Braun is asking $150,000.

Selling: CIGARETTES?

Try
WILBUR STREECH PRODUCTIONS
TV FILM COMMERCIALS
1697 BROADWAY, N. Y. • JUDSON 2-3816

If the rating on our completed 13 Craig Kennedy mystery shows starring Donald Woods, filmed especially for television, does not beat the rating of any mystery-detective TV show at end of 13 weeks (comparable time) in any city, we offer your sponsor 2nd run at no charge for show.

Immediate Delivery . . .

first
13 ½-hour TV films
completed

Adrian Weiss Productions
present

CRAIG
KENNEDY
CRIMINOLOGIST

Starring
DONALD
WOODS
as
CRAIG KENNEDY

with
Sydney Mason and Lewis G. Wilson

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Phone: WEbster 5287

FILM AGREEMENT
Shane and IATSE Sign

FILMING fate of ABC's *Life with Linkletter* television program was temporarily settled last week when Maxwell Shane Inc. and IATSE signed a basic agreement for filming that show at any given place. The contract covers all classifications employed in show's filming.

Original plans to film the program at the ABC Television Center were stymied when NABET prevented John Guedel Productions, show packager, from bringing the IATSE camera crew into ABC. NABET, holding a contract with ABC, claimed the presence of members of IATSE, with whom NABET is feuding, would create "unsafe" conditions for NABET members. A national NABET strike was threatened if attempts to use IATSE men persisted.

As a temporary solution, Mr. Guedel had the first two Linkletter programs Vitapix recorded at ABC using NABET crews. Two additional shows were filmed by IAP crews at outside studios.

Each show this year is costing its sponsor, Green Giant Co., approximately $11,500, triple the amount of last year when the program was live from Hollywood and Vitapix recorded for other ABC stations.

A similar union snag was hit at NBC with filming of Groucho Marx *You Bet Your Life* show and pilot of the O'Keefe *Who Do You Want To Be?*

Marx show being filmed by Filmcraft was later allowed to be produced at NBC according to previous contract that still had 3 weeks to run. The latter is filmed by the same firm at outside studios.

Indications that the Screen Actors Guild negotiations with major motion picture producers for a new basic contract for actors would be a drawn-out process was given as the guild negotiation committee last week opened talks with the labor committee of Assn. of Motion Picture Producers [BROADCASTING • TELECASTING, Sept. 17]. AMPP represents eight major film producers.

Guild demands include banning from TV the use all theatrical films made after Aug. 1, 1948.

film report . . .

MAGAZINE covers will come to life on TV in *Fashion Previews*, placed on the market last week by **UNITED TELEVISION Programs**, New York. The weekly 12-minute film will feature covers and contents of nationally famous fashion magazines. In addition, each week's show will include an interview with one of the top-ranking designers who shape national styles. Magazines participating are *Brides*, *Charm*, *Living for Young Homemakers*, *Look*, *Mademoiselle*, *McCall's*, *Parents*, *Quick*, *Seventeen*, *Today's Woman* and *Woman's Home Companian.* Designers signed for first 13 weeks include **Cecil Chapman, Jacques Fath, Tina Leser, Lilly Dache** and **Sally Victor.** Interviews and descriptions will be handled by **Frances McGuire,** fashion expert and radio-TV commentator.

Washington Irving's legend of *Rip Van Winkle* has been revived for educational film purposes by the **National Assn. of Manufacturers.** Their hero, "Kip" Van Winkle, sleeps soundly from 19 to 1951. He awakes with a start to discover that his modest inheritance, which he had dreamed about for 12 long years, has been "considerably diminished in value." Narrator **Don Ameche** is on hand to make appropriate observations and encourage viewers to fight for restricted borrowing and a balanced budget and other NAM objectives. Film is free to TV stations and community groups from NAM Motion Picture Dept., 14 W. 49th St., New York 20.

Range Rider will continue to jog along before **FLYING A Productions'** cameras in Hollywood. CBS-TV has exercised its option for

(Continued on page 98)

for the finest in...
TELEVISION FILM PRODUCTION

PROGRAMS
and
COMMERCIALS

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FOREIGN TV

More Commerce Dept. Data

PROGRESS report on foreign television, comprising line and frame statistics, transmitter power and number of receivers for each country, has been completed by the Dept. of Commerce.

The survey covers existing and potential stations in the Western Hemisphere, Europe and Africa. It appeared in the Sept. 17 issue of *Foreign Commerce Weekly* and is a followup to the department's breakdown of TV receivers throughout the world [BROADCASTING • TELECASTING, Sept. 17].

Argentina's first video outlet is expected to go on the air in Buenos Aires sometime this fall, utilizing the 625-line system with 5 kw. Effective radiated power actually may be close to 40 kw through use of an 8-bay triangular loop antenna, according to the survey.

Brazil currently has two stations (PRF3 Sao Paulo and TUPI Rio de Janeiro, with 525 and 625-line systems, respectively, and plans two other outlets, at Belo Horizonto and Porto Alegro. Cuba also has two (CMUR and CMQ Havana) operating with 525 lines. A network is under construction for completion by the end of 1951.

Elsewhere in South America, it was reported that Bogota will have a TV station. A contract for equipment has been awarded to two British firms by the municipality of Bogota. The Marconi Co. will supply a transmitter and complete studio center, while E. K. Cole will furnish receivers, to be rented at the outset to the public.

Others Without Plans

TV transmission is not contemplated at present for Bolivia, Chile and Haiti. Guatemala's plans are merely "in the talking stage." The Chilean government recently refused foreign exchange to import equipment. "No plans" pend for Panama, Paraguay, and Surinam, and "no development is expected for two years" in Venezuela.

In Mexico, two outlets—XHTV and XHWT Mexico City—are now in operation using 525 lines, with another station (XELD Matamoras) starting operations Sept. 1. The Mexican government, it was noted here, requires all TV receivers entering Mexico to be "non - synchronous." Construction permits have been granted for 11 additional stations.

In Peru, a Lima radio company reportedly is interested in establishing TV but has taken no action. A video outlet is planned for Montevideo, Uruguay. In this instance, purchase of TV equipment from U. S., British and other sources will hinge, it was said, on technical studies compiled by engineers of the Servicio Oficial de Difusion Radio Electrica. Operation is expected by the end of next year.

A private company formed in 1949, with the view of building a TV station, is temporarily withholding action while it observes the installation of equipment.

Swinging northward, the Com-

(*Continued on page 92*)

ROGERS SUIT

May Set Precedent in TV

FAR-REACHING precedent in which a film star could prohibit unauthorized use of his old motion pictures on television may result from Actor Roy Rogers' suit against Republic Pictures underway in U. S. District Court, Los Angeles.

The cowboy star is seeking to prevent the studio from selling or leasing his old theatrical pictures to TV stations. He received a temporary injunction against Republic last July pending court determination of the case.

Mr. Rogers argues, through his attorney, Frederick Sturdy, that he holds commercial rights to his name and his horse, Trigger, which cannot be used without prior consent. He contends that his name in a Republic picture, when offered to TV sponsors, would automatically lend its use for advertising purposes. Mr. Sturdy is a member of the legal firm of Gibson, Dunn and Crutcher.

The studio, represented by Herman Selvin of Loeb & Loeb, maintains that it controls all rights to Mr. Rogers' pictures and can use them in any manner, including distribution for exhibition on TV and other mediums.

The king of the horse operas has concluded a contract with General Foods Corp., which bought his radio-TV services for live and taped presentation on NBC and other GF programs. Pact is subject to cancellation, however, if his old films are released for TV showing [BROADCASTING • TELECASTING, Sept. 17].

Mr. Rogers was under contract to Republic for 13 years and reportedly severed his association when the studio opposed his wish to enter TV, a desire which led to the General Foods contract.

The case is being heard by Judge erson M. Hall. Presentation of arguments is expected to extend over a number of days with TV and motion picture industries watching with keen interest. Trial started within the past fortnight.

Authorities point out that the case involves a legal issue not heretofore broached by the courts and one upon which the whole future of motion pictures on TV will nge.

Here's a Story That Curled a Lot of People's Hair!

... A manufacturer of hair curlers advertised their product *exclusively* on a WGN-TV morning program for *just two weeks.* ✰ Sales for this period amounted to **$40,000** ... not including repeat orders.

DUMONT
WGN-TV
CHANNEL 9 · CHICAGO
The Chicago Tribune Television Station

P.S. *The program is available for minute announcements ... live or film.*

Call your WGN-TV *representative today.*

SAG CONTRACTS

Signs With Film Producers

SCREEN Actors Guild has signed interim collective bargaining contracts with eight television film producers. The Guild, which has been negotiating with motion picture producers for a new basic contract for actors [BROADCASTING • TELECASTING, Sept. 17], signed at the same time with eight of them.

TV film contracts signed include: Revenue Productions, Procter & Gamble Productions, Dancer-Fitzgerald-Sample Inc. (advertising agency that produces TV films for clients), Wes Beeman Productions, Eisenbach Productions, Don W. Sharpe Enterprises, Teevee Co., all Los Angeles, and Seaboard Studios, N. Y.

Frank J. Elsner

FRANK J. ELSNER, 76-year-old chief electrician at NBC's Center Theatre, New York, died of a heart attack at his work Sunday, Sept. 16, during the telecast of *The Colgate Comedy Hour*, 8-9 p.m. (EDT). The four electricians who had been working with Mr. Elsner continued their operation of the show's lighting without missing a cue. Chief electrician at the theatre since 1932, Mr. Elsner lived in New York and is survived by a daughter and a niece.

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PROGRAMS
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112 West 48th St.,
New York 19, N. Y.
Att: G. W. Hedwig

CBS COLOR 'HIT' IN FRANCE

Government Reported Adopting System

RADIO OFFICIALS of France were quoted last week as saying that country will adopt the CBS-type system of color television.

CBS-TV quoted an AP news story, reporting on CBS color demonstrations in Paris [BROADCASTING • TELECASTING, Sept. 17], as saying:

"France found its first taste of American color television tasty and decided to adopt it for its very own.

"French radio officials announced at CBS color television demonstration that French television will be developed according to 'field sequential system' devised by Dr. Peter C. Goldmark, Columbia engineer. Since French black-and-white television has not yet been greatly developed, the announcement indicates that the first mass television audience France has would be introduced to color instead of graduating to it from black-and-white as in the U.S."

The Paris demonstrations, presented Sept. 13-18 under French government sponsorship, drew "high, unanimous praise from all quarters of French public opinion," CBS-TV reported. They were handled by a team of technicians and producers under Dr. Goldmark, CBS Labs Division vice president in charge of engineering research and development.

CBS-TV said *France Soir*, the country's largest newspaper, devoted full-column reports to the showings and called them "brilliant," and that *Paris Presse* called the demonstration "fully convincing" and quoted France's television director-general, Waldimir Porche, as saying the CBS system is "perfectly adaptable to French black-and-white." *Le Parisien Libere* was quoted as saying the "pictures were definitely superior to movie color."

ESTY PROMOTION

Boosts TV Business

IN THE FIRST of a series of newspaper ads entitled "How to select an advertising agency in these days of TV," William Esty & Co., New York, asserted last week that ". . . among all agencies, William Esty Co. is currently placing more network television programs—and has had more experience . . . than any other agency in the business."

William Esty & Co. is currently telecasting 38 programs weekly for its clients. The series of full-page newspaper ads will run in the *Herald Tribune*, *New York Times* and *Wall Street Journal*. The first ad concluded with an invitation to advertisers to write in or phone for the special TV presentation.

To Study Programs

SEATTLE Council of Parent-Teachers Assns. has ordered the organization of a city-wide PTA committee to study television and radio programs for children. Findings and recommendations of the committee would be offered to the local stations.

NBC LAND PACTS

Option Is Extended

NBC early last week asked for and received a third extension of time on option to purchase nine acres of Burbank (Calif.) city-owned property for part of proposed $25 million radio-TV center. Extension was granted by Burbank City Council until Oct. 17.

Network has purchased 30 acres of land in Burbank from Warner Bros. adjacent to the film studio and has completed terms for purchase of 10 acres from the city.

Archie Walter, Burbank city attorney, said NBC asked for a 30 day extension because of its indecision on the smaller parcel.

Originally, the transaction was to have been concluded Aug. 8. A continuance to Aug. 31 was granted and another to Sept. 17 [BROADCASTING • TELECASTING, Aug. 20].

Although denied several times, NBC reportedly plans to sell its present Western Division headquarters site at Sunset Blvd. and Vine St. and center future radio and television activities in Burbank. Construction of the contemplated radio-television center will not get under way until 1953, it was understood.

Purchase of 30 acres from Warner Bros. reportedly cost NBC $750,000, with a working agreement for sound stages and other studio facilities included. Price for the 10 and 9 acre parcels of Burbank-owned land were reported as $142,000 and $120,487, according to Mr. Walters. Escrow on the 10 acre parcel, however, will not be closed until final decision has been made on the 9 acre tract, it was explained.

Television Film Distributors
and
Sales Agents

Servicing the South-Eastern Market
Would like to represent producers of Package Shows, Open End Films, Shorts, Soundies, and etc. Send complete information of your product and your catalog to: **the most progressive sales agency in this area calling on Agencies, Advertisers, and Stations.**

Contact:

ENTERPRISE CORPORATION
1612 S. W. 13th Street
MIAMI, FLORIDA

U. OF C. BASKETBALL

Scheduled on KHJ-TV

KHJ-TV Los Angeles paid $33,000 for exclusive television rights to 21 home basketball games of the U. of Southern California Trojans and the U. of California at Los Angeles Bruins for the 1951-1952 season. Both Pacific Coast Conference and non-conference schedules will be telecast.

In the event either team reaches the playoffs, these games will be televised also either from Los Angeles or via microwave relay from San Francisco.

First game gets underway Dec. 7 with the schedule continuing through March 1.

George Whitney, vice president in charge of sales, Don Lee Television, and Bill Parry, president of Sportsvision Inc., packager of the games, consummated the agreement.

In addition to telecasting the USC-UCLA games, KHJ-TV also will carry telecasts of the World Series and last week started televising football games of the All America League and junior college football games. Latter series is sponsored by Hoffman Radio Corp., Los Angeles.

KNBH (TV) Los Angeles also will carry the World Series telecasts locally for NBC, which recently purchased the rights from Gillette Razor Corp.

KHJ-TV coverage of the Series was arranged in accordance with a residual clause in the Mutual-Gillette radio contract providing telecast rights to Mutual stockholders in four major cities should the Series be telecast. Other cities besides Los Angeles include New York, Chicago and Boston.

SMPTE MEET

Set Oct. 15-19 on Coast

ENGINEERING and technical developments in TV production, theatre-television and color will be among subjects discussed and demonstrated at the 70th semi-annual convention of the Society of Motion Picture and Television Engineers to be held at the Hollywood (Calif.) Roosevelt Hotel Oct. 15-19.

A demonstration of color television at one of the local studios is on the schedule for Oct. 16. Awards for outstanding scientific and engineering achievements are to be made at the convention banquet Oct. 17. A total of 11 technical sessions will be held during the five-day conclave.

TELESCRIPTIONS
ANIMATED AND LIVE ACTION
TV FILM SPOTS
20-Second and 1 Minute
823 VICTOR BLDG • WASH. D. C.
Sterling 4650

Ir. Clipp (l) and Mr. Goldenson xchange good wishes at telethon outset.

★ ★ ★

WFIL TELETHON
Aids Cerebral Palsy

ASH and pledges topped $85,000 the WFIL-TV Philadelphia tele-ision marathon for the benefit of erebral palsy victims Sept. 8-9.

Proceeds from the 15½-hour elethon will aid the United Cere-ral Palsy Assns. of Pennsylvania nd southern New Jersey.

Comedian Henny Youngman took e stage to serve as m.c. at Phila-elphia's town hall following brief lks by Leonard Goldenson, na-onal president of UCPA, and oger W. Clipp, general manager f WFIL-AM-FM-TV.

Philadelphia's Town Hall served s main originating point for e telecast, with the program witched to Atlantic City. Por-ions of it were televised in the rst TV presentation ever to be ransmitted to the public from tlantic City. Personnel and equip-ent for the microwave relay sys-em between Atlantic City and the FIL-TV transmitter were fur-ished by RCA. Technical en-ineering assistance for the Atlan-c City pick-up was provided by BC.

Al Owens of WMID Atlantic ity served as m.c. for the mara-on originating from Atlantic ity. Program was under the su-ervision of Jack Steck, manager programs and production for FIL-TV.

Gifts of merchandise valued at ore than $10,000 were offered to rsons who gave to the cerebral lsy cause.

zio Pinza Signed

ZIO PINZA, basso, and NBC me to terms on their reported ntract when the singing star gned last week after his hit per-rmance in *All Star Revue*. Al-ough the network remained silent money involved, it was under-od that the singer would get out $5,000 for every TV appear-ce and $2,500 for every radio signment, under an exclusive reement covering the next three rs [BROADCASTING • TELECAST-G, Sept. 10]. Mr. Pinza's next pearance will be on television's lgate *Comedy Hour*, Sunday, pt. 23.

CIVIL DEFENSE
Movie-TV Test 'Successful'

FIRST USE of theatre TV for the training of civilian defense workers has been termed "highly encouraging" by officials of the Federal Civil Defense Administration.

The initial closed circuit demonstration took place Sept. 15 and covered 11,000 volunteers in Washington, Baltimore, Philadelphia and New York [BROADCASTING • TELECASTING, Sept. 10].

Exactly what form the regular use of a theatre-TV FCDA network will take has not been determined. Correlation of answers to a questionnaire distributed to all civilian defense workers in theatres during the test has to be done before the next step is planned.

The program consisted of live and film demonstrations.

Highlight of the test was a question and answer session between members of the audiences in the four cities and a panel of FCDA officials in Washington.

Gunnar Back, ABC Washington commentator, was chairman of the experiment. The program was produced by Harold Azine and Alvin Lapin, chief and assistant chief, respectively, of the FCDA TV Branch. WMAL-TV Washington originated the program.

The program was fed via AT&T lines to RKO Keith Theatre, Washington; Loew's Century, Baltimore; Warner's Stanley, Philadelphia; Paramount Theatre, New York. Theatres were donated.

Abbreviated version of the show was repeated for New York when lack of film stock kept the Paramount Theatre screen dark during the original run. Paramount Theatre uses an intermediate system of theatre TV—pictures on kinescope are recorded on film, then run through a regular movie projector less than 30 seconds after they appear on the TV tube.

Points in favor of this "20th century classroom" medium, as cited by FCDA officials, are these:

(1) It gives everyone participating, either as spectators or performers, a feeling of immediacy and a psychological lift at being part of large group. (2) It has great possibilities for emergency use. (3) It permits the showing of latest defense measures and policies. (4) It gives participants sense of intimacy with top people in their own community and in other communities—as well as nationally. (5) It permits questions from "grass roots" workers and instantaneous answers from top level policy makers. (6) It is ideal for the dissemination of semi-confidential information.

During World War II, TV was used on an intermittent basis. But it only reached small groups viewing small screen sets.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

BIG NEW 'VOICES'

Planned by State Dept.

PLANS for construction of a $5 million Voice of America station on the West Coast, earmarked as one of the two largest and most powerful in the world, were revealed a fortnight ago by the Dept. of State.

The project will be built near Aberdeen, Wash., to beam programs to Asia. Electronics engineers have been testing various sites on the Coast since last June. A similar station is to be constructed in North Carolina where engineers have been canvassing land tracts. This outlet will transmit programs to Europe, with the prime objective of piercing Soviet Russia and Iron Curtain countries.

Plans for the stations were announced by Thurman L. Bernard, chief of the State Dept.'s information and educational exchange office. He said the department is negotiating for land.

According to early estimates, 25 men will be required to operate the new West Coast outlet. Perhaps as many as 100 will eventually staff the facility, to include a two-story transmitter building.

FIRST Bernard Shaw property said to be cleared for TV will be "Cashel Byron's Profession" to be presented on your *Lucky Strike Theatre* on NBC TV, Mon., Nov. 19.

Gov. Langlie (seated), signs the Uniform Narcotics Drug Act. Standing (l to r) are Mr. Foster, Carl Downing, executive secretary, WSAB, and Mr. Olsen.

★ ★ ★

NARCOTICS LAW IMPLEMENTED

KIRO Drive Leads to Legislation

AT A SESSION of the Washington state legislature summoned to deal with budgetary problems only, a drive spearheaded by KIRO Seattle resulted in passage of Washington's version of the Uniform Narcotic Drug Act.

Carrying an emergency clause, the measure becomes effective Oct. 1. Washington is the 45th state to adopt the model law recommended by Sen. Estes Kefauver (D-Tenn.) when chairman of the Senate Crime Investigating Committee.

Carroll Foster, KIRO public affairs director, traced developments of the station's drive thus:

Last January, before the narcotics problem became a nationwide discussion, KIRO began a quiet investigation of addiction among juveniles. KIRO's first conclusion: Seattle is vulnerable.

Ryan Series Causes Reaction

When the Kefauver Committee's findings reached public attention, KIRO had accumulated an impressive array of facts, thanks largely to Milo Ryan, U. of Washington radio journalism professor, who served during the summer in KIRO's department of public affairs. Prof. Ryan wrote and produced the radio series which ultimately stirred public action.

KIRO's public presentations were three half-hour documentary programs, plus a series of special interviews with authorities. There was immediate public response to the station's first issue of the series, aired July 30.

Although the legislature was not scheduled to reconvene until January 1953, it was called into special session to cope with revenue problems.

As response to the KIRO broadcasts swelled, parallel measures were introduced into both house and senate. The bill went through the house with small opposition and passed the senate unanimously. On Sept. 10, Gov. Arthur B. Langlie affixed his signature.

A wrap-up program, *File Number Five—Report 9*, was slated Sept. 17, on which local and state law enforcement officers were to evaluate the law and take stock of next steps.

The police chief, for example, wants better-paid, better-trained men. KIRO will back his efforts.

In a special state-wide report Sept. 5, Tom Olsen, chairman of the legislative committee for the Washington State Assn. of Broadcasters, told WSAB members:

> **Experienced legislators were all in sympathy with the cause, but explained to a KIRO representative that this special session was to take up only appropriation and taxation problems. They indicated it was all but useless to introduce a bill.**
>
> **But a bill was introduced, the station beating the drums, and never have representatives and senators been swamped under such a deluge of mail, telegrams and phone calls. We think KIRO's splendid handling of this, with the results obtained, added a lot to the prestige of our industry.**

MODEL CD SYSTEM

Demonstrated by GE

DEMONSTRATION of a mobile communications system tailored especially for Onondaga County, N. Y., and explanation of civil defense procedures during a mock attack highlighted a two-day conference under the auspices of General Electric Co., Syracuse, N. Y.

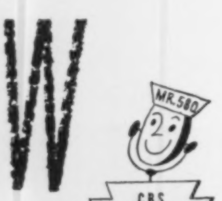
The joint demonstration-display meet was held Sept. 13-14 at GE's Electronics Park and drew representatives of industry and federal and state agencies, including the FCC and the Federal Civil Defense Administration. Civil defense directors from 32 states and Canada also attended.

Broadcasters were in the minority at the conference, which dealt mainly with mobile systems (police, fire) tying in with a key CD frequency already approved by the FCC. Broadcasters' role in aiding the public to avert panic in the event of an attack was stressed throughout the meet, however, in talks by key officials.

Col. William Talbot, director of FCDA's Warning & Communications Division, addressed the conference. Heading up the FCC contingent was Ralph Renton, Office of the Chief Engineer, and George McLain, Office of the General Counsel.

New Boston FM Outlet

NEW FM station in Boston goes on the air Oct. 6 at 8:30 p.m. with the first Saturday evening performance of the Boston Symphony Orchestra's 71st season, Ralph Lowell, trustee of the Lowell Institute, announced last Wednesday. With call letters of WGBH, the station has studios in Symphony Hall and transmitter on Great Blue Hill, Milton, Mass., operating at 89.7 mc (Channel 209) with 20 kw effective radiated power. Daily broadcasts will be from 3-10:30 p.m. Together in the enterprise are the Institute, Boston College, Boston U., Tufts College, Harvard, Massachusetts Institute of Technology, and Northeastern U., all members of the Lowell Institute Cooperative Broadcasting Council to promote adult education by radio and television.



NOW

MR. 580

CBS WHP 5000 WATTS 580 K.C.

National Rep.
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5000 watts
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the key station
of the keystone
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WHP

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Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

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NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

FOOTBALL

Atlantic Schedule Up; Others Reported

ATLANTIC Refining Co.'s most extensive football coverage in 16 years was announced last week by Richard Borden, firm advertising manager.

At the same time further reports of football negotiations indicated the 1951 season will chalk up a new high in sponsorship.

Map of Atlantic Refining's 1951 football coverage is studied by Norman Cotterill (l), executive of N. W. Ayer & Son, and Mr. Borden.

* * *

Mr. Borden also said Atlantic would not telecast college football and had previously released schools from TV options in order to cooperate with the NCAA experimental plan [BROADCASTING • TELECASTING, Sept. 10]. Atlantic, however, will telecast 10 league games of the professional Cleveland Browns and five road games of both of Philadelphia Eagles and Pittsburgh Steelers,

A system of regional networks has been set up to cover 119 colleges, 39 high schools and the 31 professional games, using a total of 101 stations.

Schedule runs Sept. 21 through Dec. 7 and requires approximately 0 announcers. Entire radio and TV program is directed by N. W. Ayer & Son, New York.

Tide Water Associated Oil Co., San Francisco, has completed negotiations for live and delayed telecasts of U. of California and Stanford games during the 1951 season, according to P. E. Allen, vice president of Tide Water. KGO-TV San Francisco will carry the telecasts.

At a special gridiron gathering of the San Francisco Advertising Club last Wednesday, Harold R. Deal, manager of advertising and promotion for Tide Water, outlined the company's radio schedule of more than 80 games on over 125 stations in the Pacific region. Tide Water agency is Buchanan & Co.

Westinghouse Electric Corp. last week announced it will sponsor a coast-to-coast telecast of the Notre Dame-U. of Southern California game, Dec. 1, over NBC.

"Live television of this annual football classic marks the first time in television history that midwestern and eastern audiences will see a west coast game as it is being played," J. M. McKibbin, Westinghouse vice president in charge of consumer products, said. "It should be emphasized, however, that the game is not a part of the NCAA-controlled program which ends Nov. 24," he added.

Westinghouse's 19-game NCAA schedule starts Sept. 29 over NBC-TV.

Other football negotiations last week included:

CBS-TV over WMAR-TV Baltimore and WTOP-TV Washington will carry live telecasts of armed forces football games on 10 Saturdays through Nov. 24. Teams will be seen from the army, marines, air force and navy.

In addition, CBS will telecast films of top college and U. S. military academies Saturday games on the day after the game on nine Sundays starting Sept. 30. These games will go out over the network.

DeSoto-Plymouth Dealers of Greater Cleveland has arranged with WTAM Cleveland to sponsor the full schedule of Ohio State U., according to John McCormick, NBC general manager in Cleveland.

Ohio State football has been bought by General Electric Supply Corp. of Cincinnati on WSAI Cincinnati. Sponsor also has purchased MBS' Game of the Week on WONE Dayton. Robert Acomb Inc., Cincinnati is agency.

WORD and WDXY (FM) Spartanburg, S. C., will carry 40 college and professional games throughout the season, Walter Brown, station's president, said last week. The Atlantic Refining schedule will be broadcast, along with Washington Redskins professional contests. Supplemental games of Wofford College and other top regional tilts will be sponsored by the local Coca-Cola Bottling Co., Aug. W. Smith Co. and Cudd & Coan Insurance Co.

The Philadelphia Inquirer will sponsor all nine games of the U. of Pennsylavnia on WFIL Philadelphia to promote the paper's Sunday features.

KWIK Pocatello, Ida., will carry the full schedule of Idaho State College under sponsorship of Sinclair Refining Co. and local dealers. Sinclair also bought eight local high school games.

WCOP Boston has arranged to carry all home-and-away games of Boston U.

WWSW Pittsburgh, in addition to broadcasts of the Steelers' pro games, has joined the Irish Network to air seven Notre Dame contests plus one other game on Notre Dame's Oct. 6 open date. Broadcasts will be sponsored by The Television Corp. of Pittsburgh (for Philco TV), and the Union Fruit Auction Co.

CBS BIRTHDAY

Has 24th Sept. 18

CBS was 24 years old Tuesday. When the network was started by the Columbia Phonograph Co. Sept. 18, 1927, it scheduled 10 broadcast hours a week over 16 affiliated stations. Marking the anniversary, CBS spokesmen noted last week that CBS today is on the air 15 hours a day and its affiliates will number 200 by the end of the month. The 11 weekly programs of 24 years ago have been increased to some 200 shows now.

First CBS program was *The King's Henchman*, an American opera by Deems Taylor and Edna St. Vincent Millay, with Metropolitan Opera stars singing the lead roles. In addition to CBS stations, an additional 58 outlets carried the first show as a special event. Broadcast from the New York studio of WOR, the opera was to begin at 9 p.m., but was delayed 10 minutes until storm damage to wires in the West was repaired.

Leslie White

LESLIE W. WHITE, 35, account executive with Western Adv. Agency, Chicago, died Sept. 4 at Billings Hospital, Chicago. A graduate of the U. of Illinois, Mr. White was with Western 12 years. Surviving are his widow, Mrs. Elaine White; his parents, Mr. and Mrs. Edward White, and a sister, Mrs. Lois Mendleson. Burial was in Arlington National Cemetery.

KGW carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES
From 1949 BMB Survey

DAYTIME

KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,650

NIGHTTIME

KGW	367,370
Station B	350,830
Station C	307,970
Station D	205,440

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

SOUTH CAROLINA'S SUPERMARKET!

GREENVILLE

SOUTH CAROLINA'S LARGEST METROPOLITAN AREA
(U. S. Census, 1950)

LEADS *BY FAR* IN

RETAIL SALES

GREENVILLE	$151,050,000
Columbia	136,965,000
Charleston	125,097,000

Sales Management 1951

Greenville leads also in Population, Employment, Wages, and Automotive Registration. South Carolina's First Metropolitan Area is your first market in S. C.

NBC FOR ALL THREE
GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S. C.
THE NEWS-PIEDMONT STATION

REPRESENTED BY AVERY-KNODEL, INC.

Gambling Data

(Continued from page 27)

favored a ban on transmission of data before, during and after the event.

"Unless the transmission of that information is banned," Mr. Coy told the committee, "we have doubts that any legislation of this sort will effectively accomplish its purpose." He suggested this model amendment:

> (b) "Gambling information" is information (a) pertaining to any horse or dog racing event or contest and (1) means the scratches, jockey changes, weights, or probable winners, in such event or contest, and (2) is transmitted prior to the transmission of a truthful announcement that such event or contest has actually started, or (b) pertaining to any sporting event or contest, including horse or dog racing events or contests, and means bets or wagers, betting odds, changes in the betting odds, or prices paid in such event or contest.

Chairman Coy said he could not conceive that measures other than those approved by Justice Dept.—the FCC plan and Johnson proposal—invade the jurisdiction of the states. The department, he noted, had opposed the new Johnson bill but had no objections to another measure (S 1624) which would extend the criminal law against broadcasting of lottery information to include "gambling enterprises." It also would make it unlawful to transmit bets or wagers by radio, telegraph, telephone, etc. The prohibition against transmission of gambling information in interstate commerce runs through all the bills, he observed.

Raymond Whearty, of the Justice Dept.'s Criminal Division, testified that his agency supports the object of S 1624 "but again questions the role of the federal government in something that is largely a local matter." Like the licensing bill, it was introduced by members of the Senate Crime Investigating Committee.

Coy Explains FCC Stand

"The FCC believes that it is necessary to stamp out the interstate transmission of all information that can be used for gambling before and after events, and while we support [S 2116], any legislation should include all betting data to stamp out gambling," Mr. Coy insisted.

Mr. Coy also pointed out that the issuance of licenses would give an "aura of respectability" to holders, and that the whole history of legislation has been to bulwark that conviction.

Earlier, in his written comments to Sen. Johnson on anti-gambling legislation, the FCC Chairman also had warned that this bill, if enacted, could be interpreted as meaning that the Commission does not have the authority at present to prevent stations from broadcasting such information [BROADCASTING • TELECASTING, Aug. 27].

Chairman Coy was questioned only briefly on the anti-crime bills and the committee indicated it may recall him before the end of the hearing. But his complete statement, inserted in the record of the hearing, outlined the Commission's position more fully. Mr. Coy was accompanied by Ben Cottone, FCC general counsel.

In his prepared statement, the FCC Chairman noted the licensing bill provides that the Commission shall issue the license "if the applicant proves that information to be disseminated will not be used primarily to facilitate violations of state laws," unless it finds that the public "will not be served by a grant or unless [it] finds that the applicants or its officers, directors of principal stockholders are not of good moral character."

On the other hand, he noted, the Commission proposal (which would make it on federal crime to transmit all gambling data, including prices paid, by radio, TV and other facilities) "would strike at the very heart of interstate gambling activities" by banning only information essential to those operations.

The argument that a complete ban on transmission of betting odds and prices paid "would be an undue restriction on the freedom of the press and radio" (particularly in states which allow parimutuel betting) is "entirely specious," Chairman Coy asserted.

Doesn't Restrict Freedom

"We are not aware of any situation in which this type of information can be used for any purpose except gambling," he added.

He continued:

> It should also be pointed out that the publication in newspapers and transmission over the radio stations of betting odds and prices paid can be of direct use in illegal gambling activities. In the course of formal hearings held before the Commission it has been clearly shown that in some instances illegal gamblers have used horse racing information broadcast by certain radio stations in carrying out their activities, and if other sources of such information were cut off it is certain that the broadcasting of this information would be extremely valuable to the gamblers.
>
> In the case of sporting events other than horse and dog racing it is clear that large scale gambling activities can be carried on if the gamblers can receive the betting odds and the prices paid by means of the newspapers and radio stations. For with respect to these other sporting events the time element, which is of such crucial importance in horse and dog racing, is a negligible factor.
>
> In view of these facts the Commission believes that it is important

---

BENTON PLAN

WLBH's Livesay Attacks

THE BENTON plan to establish a National Citizens Advisory Board to oversee radio and television programming drew a fiery rebuke from J. R. Livesay, president and general manager WLBH-AM-FM Mattoon, Ill., BROADCASTING • TELECASTING learned last week.

Mr. Livesay, writing to Sens. William Benton (D-Conn.), Lester Hunt (D-Wyo.), John Bricker (R-Ohio) and Leverett Saltonstall (R-Mass.), questioned the right of the four lawmakers to present legislation designed to govern broadcast programs.

The proposed legislation, SJ Res 76 and S 1579, a bill, are under discussion by the Senate are under discussion by the Senate Interstate and Foreign Commerce Committee [BROADCASTING • TELECASTING, Sept. 10].

Mr. Livesay's Sept. 4 letter asked the advocates of the proposed legislation, ". . . What makes you think you or any advisory board you could appoint, would be more qualified than the TV broadcasters, most of them sincere Americans with the community interest foremost in their operations?"

Quoting an Associated Press release that "the Senators contended that radio fell short of contributing much to the public educational improvements," Mr. Livesay retorted: "Perhaps you are not aware of the many educational programs now being broadcast throughout the U. S. as a public service."

Mr. Livesay, also president of the Illinois Broadcasters Assn., reminded the lawmakers they must consider what the majority of radio and TV listeners want before making such an "important decision."

Mr. Livesay wrote the Senators as follows:

> **The Constitution of the United States guaranteed the citizens of this country freedom of the press. Radio and television is a new and modern form of media of mass communication. You grew up under the American free enterprise system.**
>
> **Have the American people asked you to set up an advisory group to tell them the type of TV programs they should see? Have the TV broadcasters asked you to set up a governmental advisory board to improve TV programs?**
>
> **What makes you think you or any advisory board you could appoint, would be more qualified than the TV broadcasters, most of whom are sincere Americans with the community interest foremost in their operations?**
>
> **You only have to cross the Atlantic Ocean to see what government controlled radio programs are accomplishing. We don't want that in America.**
>
> **I am not a TV broadcaster at this time, but I have been a standard radio broadcaster since 1936. When I do go into TV, it will be to serve the public as I well know it is not a way to get rich quick.**
>
> **In an Associated Press news release, it was stated, "The Senators contend that radio fell short of contributing much to the public educational improvements." Perhaps you are not aware of the many educational programs now being broadcast throughout the US as a public service by commercial stations.**
>
> **Citizens of the U.S.A. own more than 50% of all radio sets in the entire world. The average family listens five hours a day. We have only 7% of the world's population. Commercial radio has not done so bad. Show me one single educational radio station (not operating commercially) that can show the high percentage of audience held by commercial broadcasters.**
>
> **Remember, radio must serve all classes and before you make a decision in this important matter, based on your small circle of friends, in the upper-bracket, be sure you consider the other classes which represent the vast majority of radio and TV listeners.**
>
> **Many of our midwest broadcasters and I are interested in S 1579 and the work this week in the subcommittee of the Interstate and Foreign Commerce Committee in its revision of Senator Benton's SJ Res 76.**
>
> **Let radio and TV continue to operate in the public interest, conveniency, and necessity as one Cogress some two decades ago challenged radio to do.**
>
> **Let radio and TV continue to live up to its full responsibility to the great free American public.**
>
> **It is the American Way!**

Mr. Livesay related to BROADCASTING • TELECASTING that through an error the same letter was sent to Sen. Ernest McFarland (D-Ariz.), chairman of the subcommittee to which the Benton proposal was referred. The letter was later withdrawn and submitted as a copy of the ones sent to the other legislators.

Good Morning
. . . you bet!

HOOPER IN CHATTANOOGA
March, April, May 1951

Mon. thru Fri.	Sta. B	Sta. C	WDEF	Sta. D	Sta. E
7:30 to 8:00 a.m.	3.2	2.0	11.0	2.3	1.0
8:00 to 8:15	2.8	2.8	13.0	3.1	2.8
8:15 to 8:30	2.1	1.4	11.0	3.3	3.0

SHARE OF RADIO AUDIENCE

	B	C	WDEF	D	E
8:00 a.m.-12:00 noon	9.3	12.2	33.5%	21.1	22.3

1370 KC • 5000 WATTS

WDEF
CHATTANOOGA

Carter M. Parham, President
Represented by BRANHAM

CHNS
The Shortest Route
To Results in
This Area Is Via

HALIFAX NOVA SCOTIA

Maritimes Busiest Station
Contact
JOS. WEED & CO.
350 Madison Ave., New York

5000 WATTS
NOW!

that any restrictions which Congress imposes upon the interstate transmission of gambling information should be an absolute one. And for the same reasons we believe that the licensing procedure set forth in S. 1563, which purports to exempt from its provisions information transmitted for publication in newspapers of general circulation and over radio stations, would be completely ineffecive in curbing the very widespread gambling that exists in connection with sports other than horse and dog racing.

". . . Even if Congress determines that an exemption for newspapers and radio stations must be retained in the legislation," Chairman Coy stated, "such exemption should be included within the framework of an outright prohiition that includes criminal sancions."

Other Objections Raised

Mr. Coy also raised other objecions to the licensing bill: (1) It oes not attempt to define the newspapers of general circulation" or which the publication of gamling data is intended; (2) the ommission would be required to nvestigate every case involving a roposed licensed disseminator of nformation; (3) long periods of ime would be consumed in admintrative process, hearings and ourt litigation, during which gamling services would continue to perate.

Additionally, Mr. Coy quoted exerpts from the Senate Commerce ommittee's own report last year, olding that any prohibition should extend equally to all" and that iscrimination would be involved in anning transmission by the racing ire services and permitting it by ress associations and publications.

Chief witness Wednesday before e Senate Commerce Committee, efore Sens. Owen Brewster (R-e.) and Johnson, was Hertzel laine, special assistant to the atrney General.

The licensing bill (S 1563) "goes step further" than the original an evolved by the Justice Dept. st year and modified by the comittee within the framework of 3358, Mr. Plaine said. The agency d advocated an hour's delay in the broadcast of horse race results. As a consequence, he observed, known "wire service" distributors of gambling data would be "forced out of business by their inability to satisfy" the FCC on the legitimacy of their activities.

While this would create a heavier burden for the Commission than originally contemplated in S 3358, more strict enforcement would result provided FCC "is enabled to employ the necessary additional personnel for this work," he stated.

Mr. Plaine also acknowledged "some difficulty" may arise out of the broadcasting exemption under the licensing proposal, and urged "careful reexamination" of radio and press exemptions.

He noted:

> Radio broadcasting of gambling information could more easily become a substitute for the direct wire service to bookmakers than dissemination by newspapers, which encounters some inherent difficulties in time lag and distribution. Of course, this possibility can be curtailed by stringent control of the existing licensing system for radio broadcasting by the FCC.
>
> **Cites WTUX Case**
>
> That this can be done is demonstrated in the Wilmington, Del. WTUX case, where the FCC has refused to renew a broadcasting license to persons devoting large portions of their time to the broadcasting of horse racing information. Unfortunately, it does not seem that the difficulties attendant upon such cases as that of WTUX, in getting at the broadcasting of horse racing information by indirection as it were, are facilitated by the blanket exemption for broadcasting such information given in this bill.
>
> Without some savings clause recognizing the present FCC exercise of its licensing powers to curtail (such) broadcasting, the presently phrased exception could easily be construed to wash out the Commission's existing efforts and constitute an expression of policy which would save radio stations harmless from any attempt to eliminate licensees who, or programs that, aid commercial gambling operations.

"Somehow we should not jeopardize what the FCC is doing at present in keeping the radio broadcasting clean," Mr. Plaine remarked, departing from his statement.

Under the revived Johnson bill, Mr. Plaine added, the federal government would have "to police everybody" and prohibit the transmission and reception of gambling data. The bill seems to be "an impractical approach" and the government should "stick to control by civil, not criminal means," he said. Congress should enact the licensing plan, subject to Justice Dept. recommendations.

Mr. Plaine turned to another measure (S 1624), which seeks to prohibit the broadcasting of gambling information and extend lottery provisions by amending the U. S. Criminal Code. He cited the inclusion of a new term, "gambling enterprises," which he said would enable the courts to give "a broader construction" to the U. S. Code. With minor revisions, Mr. Plaine said, the Justice Dept. would have no objections to its enactment.

The agency opposed another proposal (S 1564), which has no immediate effect on broadcasters, on the grounds that it would involve the federal government "unnecessarily in the prosecution of local crime."

Western Union was sharply scored by Sen. Johnson during Thursday's session for its "holy, holy attitude." He told Mr. Semingsen that WU apparently had placed business upon its desire for aiding in the formulation of antigambling legislation. The WU official retorted that "we are not policemen."

Representatives of both WU and AT&T suggested amendments designed to relieve the companies of questioning the legality of the activities of their clients. Pending bills, they added, would require them to "tap" private telephone conversations. If passed, inclusion of one section "may be the opening wedge in the ultimate destruction of the secrecy of the telephone service," they held.

RADIO FELLOWSHIP

Buy Competitor's Time

WMBG and WCOD (FM) Richmond, Va., Havens & Martin Inc. stations, are buying time from competitor stations.

This unique policy was made known last week by Wilbur M. Havens, stations' manager.

Each year, Mr. Havens explained, he has spent advertising funds on newspaper, magazines, etc. This year, however, Mr. Havens said he decided to take a large portion of his ad budget and spend it with Richmond area broadcasters.

"I have been in the broadcasting business a long time and have always been convinced that radio can sell most everything better and cheaper than any other medium," Mr. Havens said.

"If I were not convinced of this I should not have gotten into this business. Yet I have always depended upon my real competitors—newspapers, magazines, etc., to sell my stations. This year I am including radio advertising because it can offer me more coverage per dollar spent. Buying radio is good business.

"My second reason for buying radio," asserted Mr. Havens, "is a fundamental form of team work. Every station must depend upon every other station to promote radio broadcasting. Regardless of how big we are, we can't do it alone. We are bound together for our mutual interest in the promotion of radio. This is one way of strengthening our inter-dependent chain."

Mr. Havens concluded, "It is good business to get the most for your money and it is common sense to support and promote the medium in which we have put our faith and our efforts."

SALES WORKSHOPS

Set for Ohio, N. C.

WORKSHOP sessions in radio sales, giving details of "sales pitches that made good," will be featured at meetings of the North Carolina Assn. of Broadcasters at Asheville, Oct. 18-19, and the Ohio Assn. of Broadcasters at Cleveland, Oct. 25-26.

Maurice B. Mitchell, vice president and general manager of Associated Program Service, will conduct both sessions and explain his step-by-step formula for local selling. Earle Gluck of WSOC Charlotte is program chairman for the North Carolinians. Bob Ferguson, WTRF Bellaire, Ohio, is in charge of the OAB arrangements.

N. Y. AWRT Meeting

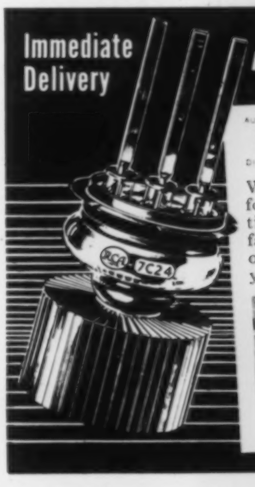
NEW YORK chapter of American Women in Radio and Television will hold its first meeting of the season today (Monday) at a dinner in New York. Mrs. Mildred McAfee Horton, wartime commander of the WAVES, will be principal speaker. She will discuss "The Challenge of the Future to Women in Radio and Television." Barbara Welles, WOR New York commentator and second vice president of AWRT, will speak on her recent Scandinavian trip.

TRANSMITTERS WANTED

used, in good operating condition and appearance

- **TV TRANSMITTERS**
  Studio equipment, cameras
- **AM BROADCAST TRANSMITTERS**
  and studio equipment
- **SHORT WAVE TRANSMITTERS**

For immediate or future delivery.
Substantial cash binder available.
Negotiations strictly confidential.
Write Box 170
Cromwell Advertising Agency, Inc.
175 Fifth Ave., New York 10



Immediate Delivery

IN STOCK AT ALLIED!

AUTHORIZED RCA DISTRIBUTOR

RCA-7C24 POWER TRIODE

We have the RCA-7C24 Power Triode in stock for *immediate* delivery. Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of *all* RCA Broadcast-type tubes. Let us save you time and trouble. RCA-7C24, $159.50

Allied Radio

Refer to your ALLIED 212-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailing list.

ALLIED RADIO
Broadcast Division
833 West Jackson Blvd., Chicago 7
Call: HAymarket 1-7019

IT'S CHRISTMAS FOR PI's

Deals Start Hitting Stations

RING out the bells. Dust off the holly. Christmas time is here again—in the per inquiry business, at least.

Flying Toys, Box 1176, Cincinnati, over the signature of Thurston Moore, is circulating stations with a PI gimmick having an inspired background.

"As former secretary for Scrapbook Publishers and editor of the Hillbilly Scrapbooks," he writes, "I gained experience in the mail-order business and after resigning that position I set out to design a toy for the Christmas season that would outsell everything else near its price . . . and that toy is the Flying Jet Squadron . . . the toy sensation of '51 for radio and TV. . . .

"We promise you, even if you are one of the very few to not sell it after you see it, you'll have lots of fun watching the colorful, whirling Flying Jet Squadron."

Mr. Moore writes that the squadron sells for $1.25, with 60 cents going to the station for every order. A colored circular depicts the toy.

Then there's Glo-Kitty. This "sensational new toy" has been radio tested four weeks in three markets "with amazing results," according to a letter sent stations by Arnold Kaufman, manager of Algonquin Service Co., 10 Kenmore St., Boston.

Glo-Kitty glows because of its "harmless inside stuffing," according to the commercial copy. What's more, "it even glows under water" and will help the child "to overcome fear of the dark." Glo-Kitty pays the station 35 cents on the dollar. "We and the manufacturer make a dime," it is explained.

Carr Liggett Adv. Inc., NBC Bldg., Cleveland, has written stations it wants to expand its list of stations with which it does per inquiry business. James G. Smith writes that the 30-year-old agency is a member of the American Assn. of Advertising Agencies.

A client of Carr Liggett, it is explained, "is anxious to establish a good solid reputation in this field and we hope to help them." The agency says it must approve every P. I. item and be satisfied with stock availability and delivery service. Most of the items pay the station 40%, less agency commission, according to the letter.

Kraft Letter

Edwin A. Kraft, manager of National Radio Adv. Co., Seattle agency, has circularized a letter explaining that about 250 stations have been running Gardner Nursery discs.

"As you probably know, returns on this account throughout the country are very good," according to the letter. Predicting fall business will be the heaviest since 1942, he added, "So, if you will work with us, I believe we can dig up some very substantial billings."

Many stations carrying business for the agency have written BROADCASTING • TELECASTING from time to time protesting, for example, its use of four five-minute periods daily (24 per week) at the two-hour rate. Upcoming in its fall line are Mt. Baker Bulb Co. tulips, a rat killer, a cosmetic, a toy and a story book.

Thread Winders Division of Assembled Units Inc., Bridgeport, Conn., is offering stations 50 cents per order for a "Magic Match" thread assortment. The listener is asked to send the station $1.50, with the station sending $1 for each order.

#1 of all stations heard in Mid-America

KCMO leads the field of all stations heard in Mid-America's 1,691,410 radio homes. With KCMO you get a bonus of more radio homes than any other Kansas City station. Get proof—get the facts on Mid-America radio coverage from the Conlan "Study of Listening Habits" in the Mid-America area. Parts 1 and 2 of the 3-part continuing study are ready now. Write on your letterhead to

KCMO
50,000 WATTS
125 E. 31st • Kansas City, Mo.
or THE KATZ AGENCY

FCC Composite Week

COMPOSITE WEEK of 1951 for AM, FM and TV stations' program log reporting was announced by the FCC last week. The dates are used in conjunction with 1952 license renewal applications. Dates are: Dec. 17, 1950; Jan. 15, March 6, April 25, June 14, July 27, Sept. 15, all 1951. Last May the FCC set up a geographic basis for license expiration dates [BROADCASTING • TELECASTING, May 21]. In television, 78 of the 87 licenses expire in February 1952.

FRED LYNDS, CKCW Moncton, New Brunswick, gave his first New York lobster party Sept. 12 for timebuyers who handle Canadian business. Amon those who enjoyed the Canadian lobster and Canadian beer were (l to r) Hele Thomas, Street & Finney; Mr. Lynds; Ben Pollet, William von Zehle Co. Adam J. Young Jr., of agency bearing his name.

RWG PROBES

Charge Against Ayer

RADIO Writers Guild will continue to investigate an alleged case of blacklisting by the N. W. Ayer & Son agency, the union announced last week. The Guild had charged the Ayer organization with blacklisting a writer for the Bell *Telephone Hour* when his contract was not renewed in April 1950.

James Hanna, vice president of radio and television for the agency, had stated that the writer concerned was not rehired because they had wanted to change the style of scripts used in the show. He said the organization had never seen *Red Channels* nor subscribed to the weekly *Counterattack*. It was the latter publication that had questioned the writer's political affiliation.

RWG's announcement — issued after west coast unit had enforced the local decision—said they were pleased with the principle involved in the Ayer statement, but they would nevertheless continue to study the case—presumably by appealing directly to the sponsor.

SKOURAS VIEW

Theatre TV Succes

SUCCESS of the theatre-televisio demonstration in boxing match be tween Sugar Ray Robinson an Randy Turpin "confirms our belie in our plans for large screen television," Charles P. Skouras, president of National Theatres and Fo West Coast Theatres, declared fo lowing the title fight, Sept. 12.

"We are now working on the installation of the new Swiss Eidophore television equipment which will be shown for the first time in Switzerland late this month," he said. "This is the system which we hope to have carrying programs to a network of our theatres sometime soon."

He said company officials will fl to Switzerland to view the demonstration.

LOS ANGELES advertising agenc men received their orchids in liter fashion from KALI Pasadena ear this month in tieup between statio and Biltmore Florists. Hawaiian o chids were hand-delivered to promotio list with short note from Aubre Ison, station manager.

FRIENDS
"To make a friend, you must be one."
Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

AIL MAP

BBM Chicago sending advertisers ur-page brochure with front ver showing dozens of postmarks m various cities, with station ke and "Paul Gibson" superimsed on postmarks. Inside deribes *Paul Gibson Programs,* es statistics indicating large, rensive audience and shows map licating mail summary, outline which is profile view of Mr. licating mail summary outline bson, on black background. Back ver gives table of coverage dency by state and county as well as. planation of how mail map study s made.

•—•—•

AVEL THEME

SB Atlanta, *Platter Party*, mc'd Bob Watson, disc jockey, twice ekly airing quarter-hour tapes orded by disc jockeys through- the country incorporating rec- introductions, resumes of music erest in their territories and inmation on their cities.

•—•—•

P DISC JOCKEY

HK Cleveland, sending trade and ertisers brochure based on disc key Bill Gordon. Piece gives tory and present doings of stan's top disc jockey. It also has tures and reprints that have apred in many newspapers and lications. Along with list of ards he has received and reports his sales results.

•—•—•

UCATORS LEARN

RVA Richmond, Va., in coopera- with local Chamber of Comrce, business concerns and induss, entertained nearly 1,000 hmond public school teachers "Business-Education Day." up of 10 teachers visited station learn first hand how to operate io station. C. T. Lucy, station eral manager, and five departt heads addressed group. Eduors later observed broadcasts. y toured news room, recording, oratory, music, traffic and conity departments.

programs promotion premiums

FOOTBALL PROGRAMS

WESTINGHOUSE Electric Corp., on behalf of its sponsorship of 19 NCAA college football games to be televised this fall on NBC TV outlets, distributing two-million 52-page handbooks on football. Booklet contains variety of facts about teams, records, and football in general.

★—★—★

FAIR COVERAGE

WSYR-AM-TV Syracuse, WHBC Canton, Ohio, and WMRN Marion, Ohio, reported last week on their local fair coverages. WSYR produced popular radio show *The Jim Deline Gang* on radio and TV direct from New York State Fair so crowd could see how show looked on TV. Station used three TV sets at WSYR-Esso exhibit. WSYR reports that crowd jammed to exhibit to see show. WHBC contructed perma-stone studio in heart of midway at Stark County Fair for handling broadcasts direct from fair. Station carried audience participation and quiz shows from studio. Extra feature was score board giving up-to-date baseball scores. Station also gave running description of fair harness race. WMRN carried coverage of Marion County Fair for 11th year. Women's editor, Madge Cooper, did narrations of fashion parade and talent show direct from fair tent-studio. Station reports 300 fair-goers attended each show.

★—★—★

AIDS SALVATION ARMY

WCOP Boston turned over its broadcasting facilities Sept. 11 to annual fund-raising kick-off of Salvation Army. All station personalities participated.

FOREST FESTIVAL

KTRE Lufkin, Tex., today (Monday) begins week of special programs celebrating Forest Festival Week, including broadcast of parade. Station has built studios on Forest Festival grounds and plans to air numerous broadcasts from site.

•—•—•

KHJ-TV Los Angeles, *Teen-Age Trials*, Weds., 9:30-10 p.m. (PST). Guest jurist representing member of legal profession and panel of four teen-agers hear problems of two other selected teen-agers weekly. Jurist will summarize each problem and offer advice on it. Joseph Mansfield, director, Mutual-Don Lee *Family Theater* is program moderator.

•—•—•

SALUTE NEWSPAPERS

CROSLEY Broadcasting Corp.'s stations, both AM and TV, in Cincinnati, Dayton and Columbus, are joining in observance of National Newspaper Week, Oct. 1 to 8. Ten programs will pay tribute to both industry and outstanding newspaper individuals.

•—•—•

TELEPHONE QUIZ

WBKB (TV) Chicago, thrice weekly from 4 to 4:15 p.m., to air *Who's Talking*, telephone quiz show, with debut today (Monday). Viewers will see masked photos of celebrities and hear personalities give series of transcribed poetic clues about themselves; first viewer to correctly identify celebrity wins prizes each day. Program produced by Hal Tate, Chicago program package firm.

•—•—•

SUPERMARKET

KYA San Francisco, *KYA King's Club*, Mon. through Fri. 6-9 a.m., King's Super Market. Jay Snyder presides as king over three-hour pot luck of variety entertainment broadcast direct from sponsoring super market. Program includes, in addition to recorded music, chatter, weather and news spots: bell-ringing food specials, free breakfasts, giveaways, food sampling, community singing and, from 8 to 9 a.m. audience participation contests and entertainment. Program is produced by agency, Elliott, Daly & Sherman, S.F.

•—•—•

TAXICAB SIGNS

WITH Baltimore arranged with four taxicab companies, totaling more than 1,100 cabs, to have bumper signs with the station's call letters and time of *Red Cross Show*, promoting program for Red Cross which solicits voluntary blood donors on air. Station claims it is first time in city that taxicabs all promoted one program on one station.

NATIONAL NIGHTMARE

CBS Radio last Thursday began first of a weekly series of three programs, 9:30 EDST, titled *The Nation's Nightmare.* Network bought full page advertisements in various newspapers headlined "Living off the main line" and showing drawing of boy injecting dope into his veins. Copy describes programs, says network recorded voices "so that *you* could hear them. On the theory that if you heard them, you just might remember them the next time you voted for a mayor or an assemblyman, a judge or a district attorney. . . . That's the wonderful thing about radio—it brings you voices you could never hear otherwise."

•—•—•

RELIGIOUS SHOW

KTLA (TV) Los Angeles, *In God We Trust*, Sunday. Hour weekly public service program, representing three major religious groups. Programs will emanate each week from different representative churches of Catholic and Protestant groups, with Jewish services originating from KTLA studios. Station working with steering committee representing leaders of various faiths for presentation of programs.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

Adequate advertising helps business manufacture more customers at low cost. Your advertising in Printers' Ink tells the leading **buyers** of advertising how **your station** can help them manufacture more customers in **your market** — at low cost.

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MEMBER N.A.B.

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ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

Foreign TV

(Continued from page 83)

merce Dept. notes that Canada plans completion of two TV stations—one in Montreal by July 1952 and another in Toronto by March 1952. They would operate with the 525-line system in an area that now boasts some 1,350,000 receivers. One-way daily microwave service will be provided between Buffalo, N. Y., and the two Canadian cities on an eight consecutive-hour basis, it was explained.

Construction on a "national station" for Sydney, Australia is slated to get underway next year. Bids were originally submitted last year on equipment designed to utilize 625 lines. Australia is expected to manufacture its own receivers.

The USSR, which claims to have invented TV, reportedly has two experimental stations in operation, understood to be located at Moscow and Leningrad. Whereas earlier reports indicated the Russians were experimenting with 819 lines, the latest guess is that these outlets are utilizing 625 lines. Other facilities are said to be in preparation at Stalingrad, Kiev, and Sverdlovsk.

The Commerce Dept. added this comment:

". . . At the Leipzig Fair (this past spring), the Communists displayed only unstyled TV sets with miniature screens and reportedly admitted they did not have a transmitter for broadcasting TV signals, did not broadcast sound with images, did not televise motion and claimed, without demonstration, that they could project still pictures."

UK Wants 405 Lines

Still holding out for 405 lines (30 frames) is the United Kingdom, which has TV facilities in London (Alexandra Palace) and Midland (Sutton Coldfield). Another, in Holme Moss, is to be completed by next month. Work also is proceeding on outlets in Scotland (Kirk O'Shotts) and for West England and Wales (Wenvoe).

France has two in Paris (819 and 441 lines) and one in Lille (819) and plans additional outlets for Lyon and Strasbourg by year's end. Long range objective is a network of eight transmitters, all utilizing 819 lines.

In Germany, two experimental stations are operating—the Allied High Command (RIAS) and Hamburg (NWDR)—with six more planned.

Facilities in other countries follow:

Belgium—Plans stymied because of controversy over adoption of 625 or 819 line system.

Czechoslovakia—Experimental station (625 lines).

Denmark—Experimental station (625 lines). Six more planned.

Finland—Closely following developments elsewhere.

Italy—Two experimental stations (Turin and Vatican City, 525 and 81 lines, respectively).

Monaco—Plans to build one stati

Netherlands—Has two experiment outlets (625 lines) and plans addin one or two.

Spain—Complete systems ordere for Madrid and Barcelona (625 lines

Switzerland—One experimental sta tion in Zurich (625 lines). Fou Swiss radio manufacturers formed a organization in 1951 to make TV r ceivers and suppress TV set impor of foreign groups.

Japan—One experimental statio (525 lines). Has two TV license pending as of June 1951.

New Zealand—Investigating tech nical aspects to determine standard

Morocco—One station in Cas blanca (819 lines), earmarked f completion next year; will include relay to Rabat, Meknes and Fes, a in Africa.

Tunisia—One station planned.

Union of South Africa—Under co sideration but no action taken as ye

Among those countries whic have no definite plans for T transmission are Eire, Greece, No way, India, Iran and Egypt, a cording to the Commerce Dept.

Pacific 4A Sets Date

PACIFIC Council of America Assn of Advertising Agencies w hold its fall convention Oct. 18-2 at Coronado, Calif. L. C. Co head of the San Francisco agen bearing his name and chairman Pacific Council Board of Governor is in charge of the program detail

book reviews

AMERICAN STANDARD ACOUST CAL TERMINOLOGY (Z24.1-195 Published by American Standar Assn., 70 E. 45th St., New York $1.50.

TERMS used in connection wi magnetic recording were, until short time ago, identified more less with slang but engineers the recording and reproducing i dustry now can turn to an autho tative dictionary for their comm interpretations—thanks to this la est document on terminology.

For the first time, according the ASA, which approved and pu lished the work, over 150 terms a printed and defined in one co pilation. The terms are correlat and presented with standard de nitions agreed upon by membe of the industry.

Contained in the book are u form definitions of sound recordi and reproducing systems, instant neous recording, frequency r sponse equalization, magnetic r cording, noise reduction, mecha ical phonograph recorder and variety of other subjects. Editio also includes a table showing co version rate of present acousti units into meter-kilogram-seco system currently gaining favor.

The standard was developed u der sponsorship by the Acousti Society of America, working conjunction with the Institute Radio Engineers under ASA pr cedures.

Know your markets?
How many stations in the market?
What are the adjacent markets?
AM • FM • TV ?
In the U. S.? Possessions? Canada?
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DISTRICT 9 MEETS

Attacks Benton Plan, Rate Cuts

ARTB must fight with all its bility to meet efforts of educa- onal radio and TV interests to ter the domain of commercial oadcasters and telecasters, ARTB District 9 delegates de- ded unanimously at their annual nvention.

Meeting Monday-Tuesday at Mo- ine-on-the-Lake Hotel, Highland ark, Ill., the delegates adopted solutions condemning the Benton gislation and efforts of the Joint ommittee on Educational Tele- sion to curtail commercial radio d TV (see BAB story this issue).

The Benton bills, broadcasters clared, "lead inevitably to deep- ed government control and pro- am censorship, and strike at the ndamental of American free en- rprise and free speech." They ged "devotion of all possible ef- rt by NARTB and its member- ip to opposing passage."

NARTB President Harold E. llows, who reported to Wiscon- n and Illinois members for the st time since his assumption of ce in April, termed the proposed gislation by Sen. William Benton -Conn.), "the most severe chal- ge we've had in the history of dio."

Ralph Hardy, NARTB director government relations, described bill and its resolution as "the st serious piece of legislation t on the Hill since radio's incep- n."

The bill and resolution provide r a lengthy investigation of the dustry, more consideration for educational aspect of broad- sting, investigation into sub- ription broadcasting and finding ans to finance a National Ad- ory Board on Radio and Televi- n.

They were discussed from the or by station executives during panel session on TV Monday ternoon. The panel was con- cted by Mr. Fellows; Richard P. herty, director of employe-em- yer relations for NARTB; Les- Johnson, WHBF-AM-TV Rock and, Ill., and Merrill Lindsay WSOY Decatur, director of ARTB's ninth district.

Reverting to the question of edu- tional TV, Charles Caley, WMBD oria, Ill., said the main problem telecasters "is to find out where ucators are going, inasmuch as they're talking out of both sides of their mouths."

He charged educators "are tending toward half-commercial and half-educational viewpoints." He reported one state school reclassified its status in a petition to change a TV allocation from noncommercial to non-profit. This would enable the station to sell time and turn profits back into the operation, thus putting it into direct competition with commercial telecasters, he noted.

'Greatest Threat'

"This is the greatest threat the industry ever had," Mr. Caley asserted. He envisions the situation as one of national concern because stations operated by educational institutions plan extensive exchange of programs to cut down on costs and therefore would have large coverage areas.

Referring to precedents reportedly set by FCC, Mr. Hardy said a TV station licensed as a non-commercial operation could "probably just send a letter to FCC saying it was going from non-commercial to commercial" and continue broadcasting on that basis. He said the precedent was set in one case involving an FM station which he knew about.

Mr. Hardy, in his outline of the Benton proposals as one of 54 pieces of legislation affecting the industry to be introduced on Capitol Hill since January, said investigations of the advisory board as outlined would call for examination of every license and performance on the local level and would cost an "astronomical" figure.

"It would make the FCC look like a sick pup when it came to size," he predicted.

Mr. Hardy further charged that if the Benton bills were passed "the foot would be in the door and the body would follow" when it came to recommendations before Congress. He said this would amount ultimately to censorship of programming.

Mr. Fellows termed the move "an absolute threat to the present system of broadcasting, and if it comes to a showdown we will solicit unanimous protest from the members."

The Resolutions Committee, in addition to adopting the "sense of the meeting" in recommending NARTB opposition to the Benton legislative suggestions, leveled a blast at the Joint Committee on Educational Television, which has been subsidized by the Ford Foundation with a $90,000 grant.

"Viewing with grave concern" JCET's effort to reserve channels for TV use by "tax-supported institutions," committee pointed out that radio and TV "have made an enviable record in the fields of public service and education and advertising, and remain willing and prepared to continue to render such service." The resolutions group urged NARTB "to take all possible steps to oppose the group" and solicited members to give their "full support and cooperation."

Television preoccupied most of the 64 station men in attendance, although few are activity engaged in the medium now.

One who is, Les Johnson, WHBF-AM-TV Rock Island, queried the TV panel during the question and answer period about ASCAP-television negotiations and the Per Program All-Industry Committee, charging the final decision will affect AM as well as TV. He asked the trade association to take a position in the matter. President Fellows replied, "we realize how serious the situation is and will take a definite stand."

Negotiations were broken off and ASCAP filed an appeal in New York petitioning that the earlier ASCAP consent decree be set aside.

The resolutions Committee, again following the lead from the floor, petitioned NARTB "to take cognizance of the serious problem present and use its every effort to press the matter to a satisfactory industry conclusion." The group said the music problem "constitutes a serious threat to radio and television and would nullify results of the long and costly industry fight in 1940."

The membership passed the motion, suggested by John Walter, WJPG Green Bay, chairman, who worked with Howard Dahl, WKBH La Crosse, Wis.; Walter Keller, WTAX Springfield, Wis., and Mr. Johnson.

Television was also the featured subject on Tuesday when Mr. Doherty reported that two-thirds of the video stations in 1951 are operating in the black (see story this issue).

In discussing the industry as a whole, he warned broadcasters the American business economy "is geared to an inflationary trend."

"I see no end to it, as it is not merely a one, two or three-year trend," he said.

District Director Lindsay presented President Fellows after the luncheon period Tuesday.

Mr. Fellows concentrated his comments on two basic themes—"Far from fading away, radio is getting bigger every day," and "Radio as we know it is one of the greatest, best and most satisfying businesses in the world.

"The guts of the business and the backbone of radio is that only with radio can you hold a thousand people in the palm of your hand for a few pennies," Mr. Fellows asserted.

"It makes thousands of people into one big family and no other medium can do this.

"Put a fair price on your time and stick to it," he advised.

The membership passed a rate resolution which termed the "recent and rumored further general reduction in rates by stations and networks counter to the current trends of continued rising operating costs." It charged general rate reductions "uncalled for and un-

(Continued on page 100)

Mitchell Talk

MAURICE B. MITCHELL, vice president and general manager of Associated Program Service, N. Y., is to address Milwaukee Women's Advertising Club dinner Thursday on retail selling via radio. The dinner meeting will be preceded by a cocktail party sponsored by WEMP Milwaukee and Hugh Boice, station's general and commercial manager.

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CONSTRUCTION

NPA Announces New Authorizations

RADIO-TV building projects totaling nearly $2 million have been approved by the government, looking toward commencement of construction for the fourth quarter beginning Oct. 1.

Included in the grants by the National Production Authority were approval of requests from NBC-TV New York for additional TV studios and remodeling and from ABC for new radio-TV studios in San Francisco.

The two networks and individual stations were notified last month that they may proceed with construction or alteration projects with full NPA authorization. The list was released last Monday by the government, covering applications for outright authorization of construction or adjustment of bids for materials which required no formal government approval. Latter fell under that category for which less than specified amounts of copper, steel and aluminum were to be used.

NBC-TV New York was given the go-ahead to proceed on new and remodeled TV studios for the amounts of $275,000 and $40,000, respectively. Another project calling for an expenditure of $108,900 was allowed to the network's New York headquarters for "film projection studios." The site was not identified.

A similar NBC-TV construction grant was approved for Chicago, embracing a sum of $229,000 for a "television studio."

ABC San Francisco was allowed to commence construction totaling $600,000 for an "additional radio and television studio."

Construction involving less than the specified amount of materials—two tons of steel, 200 pounds of copper and no alloy steel, stainless steel or aluminum—did not require government sanction. The NPA, however, notified the following operators they could proceed:

Central New York Broadcasting Corp. (WSYR-TV Syracuse, N. Y.)—$26,700 for a "television studio." Notification sent Aug. 14.

WFYC Inc. (WFYC Alma, Mich.)—"no value shown." Notification sent Aug. 20.

Conant Broadcasting Co., Inc. (WIBL Medford, Mass.)—$15,000 for "a radio station." Notification was sent Aug. 20. Station will operate on 1540 kc with 250 w daytime.

Others Approved

Other received approval for more than specified amounts.

WFIL-AM-TV Philadelphia (Triangle Publications Inc.) got permission to go ahead with construction on "radio and TV facilities" with evaluation placed at $305,600.

WKOK Sunbury, Pa. (Sunbury Broadcasting Corp.) will start work on a "steel radio tower," at an amount placed at $10,450. Elsewhere in Pennsylvania, Eastern Radio Corp. (WHUM Reading) asked and received authority to begin construction on a "television tower" near Summit, Pa. at an estimated cost of $125,000.

WMPA Aberdeen, Miss., which already has an FCC construction permit, will build "broadcasting station facilities." Cost was estimated at $17,784. Station will operate on 1240 kc with 250 w.

Air Mart Corp. (WOKE Oak Ridge, Tenn.) will spend approximately $3,300 for a new "radio station" licensed on 1430 kc with 1 kw daytime. Approval was granted Aug. 9.

John T. Griffin, president of KOMA-AM-FM Oklahoma City and applicant for a TV station there, was notified he could construct "radio and television studios" valued at $216,000. Bid was approved Aug. 13.

John H. Poole, licensee of KM2XAZ, an experimental UHF TV station, was given government authorization to launch construction attendant to transfer of transmitter studios from Long Beach to Mount Wilson, Calif. A sum of $24,879 for a "UHF television station" was noted in an approval dated Aug. 20. Station is licensed to Pacific Video Pioneers.

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FCC actions

SEPTEMBER 14 THROUGH SEPTEMBER 20

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

September 17 Decisions . . .

BY THE SECRETARY

WACL Waycross, Ga.—Granted license for AM station (570 kc 1 kw D).

KTBB Tyler, Tex.—Granted license covering change of facilities, trans. location and installation of new trans. and DA-N; cond.

WBEV Beaver Dam, Wis.—Granted license for AM station (1430 kc 1 kw D).

KCBS San Francisco, Calif.—Granted license covering change of facilities, installation of new trans., changes in DA and ground systems, and change of trans. and main studio locations; cond. (740 kc, 50 kw unl. DA-2).

WDAS Philadelphia, Pa.—Granted CP to change aux. trans. location.

WLOW Portsmouth, Va. — Granted CP to install aux. trans. on 1400 kc 250 w, employing non-directional ant.

KSGM Ste. Genevieve, Mo.—Granted mod. CP to change type trans. and DA system and omit FM ant. from North tower; cond.

Following were granted mod. CP's for extension of completion dates as shown: WIMS Michigan City, Ind. from 9-17-51 to 180 days after Sept. 7; cond.; KBLI Blackfoot, Ida. to 11-30-51; KHAD Delano, Calif. to 3-26-52; WHO Des Moines, Iowa to 1-1-52; cond.

KRCC Colorado Springs, Col. — Granted license for noncommercial educational FM station; Ch. 217 (91.3 mc) 10 w.

WSPD-FM Toledo, Ohio—Granted license for FM station; Ch. 268 (101.5 mcs) 20 kw, ant. 470 ft.

WAGA-TV Atlanta, Ga.—Granted license covering changes in facilities of existing station.

Following were granted mod. CP's for extension of completion dates as shown: KTSL Hollywood, Calif. to 11-1-51; WCBS-TV New York, N. Y. to 4-10-52; KGMO-FM Cape Girardeau, Mo. to 12-14-51; WLAV-FM Grand Rapids, Mich. to 11-16-51.

WPRA Mayaguez, P. R.—Granted license covering change of facilities, trans. location and trans. equipment (990 kc 10 kw unl. DA-1).

WSCR Scranton, Pa.—Granted license covering change of facilities and install DA-N (1320 kc 500 w-N 1 kw-LS DA-N).

WCTT Corbin, Ky.—Granted license covering change of facilities, install new trans. and DA-N and change trans. and studio locations (680 kc 1 kw unl. DA-N); cond.

WKWF Key West, Fla.—Granted license covering changes in trans. equipment.

KFBC Cheyenne, Wy.—Granted mod. CP to change trans. location; cond.

WGST-FM Atlanta, Ga.—Granted license for FM station; (94.1 mc 68 kw ant. 1750 ft.).

KREL-FM Baytown, Tex.—Grant
license for FM station; Ch. 221 (92
mc) 870 w, ant. 190 ft.

WIBL Medford, Mass.—Granted mo
CP to change trans. and studio loc
tion, and change type trans.; cond.

KLX Oakland, Calif.—Granted mo
CP for change in trans. location; con

KG2XAZ Near Easton, Pa.—Grant
mod. CP to extension of completi
date to 4-2-52.

KORK Near Las Vegas, Nev.—
Granted mod. CP to change ty
trans.; cond.

WSYD Mt. Airy, N. C.—Granted mo
CP to change type trans.

September 17 Applications . .

ACCEPTED FOR FILING

AM—1150 kc

Kaneohe, Oahu, Hawaii—CP new A
station 1250 kc 1 kw unl. AMENDE
to change to 1150 kc 1 kw unl. DA-D

License for CP

WPMP Pascagoula, Miss.—License f
CP, as mod., new AM station.

WKZO (TV) Kalamazoo, Mich.—Li
cense for CP new TV station etc.

Modification of CP

WBOW-FM Terre Haute, Ind.—Mod
CP new FM station for extension o
completion date.

WLCS-FM Baton Rouge, La.—Same

FM Change

WCBS-FM New York—CP to chang
trans. location, ERP from 2.8 kw to 1
kw, ant. from 870 ft. to 1271.1 ft. an
change ant. system.

License Renewal

Following stations request licens
renewal: WELR Roanoke, Ala.; KWC
Clinton, Okla.; WXYZ-FM Detroi
Mich.

September 18 Decisions . . .

ACTION ON MOTIONS

By Comr. Robert F. Jones

**Richland Radio, Pulaski, Tenn. a
WKSR Pulaski, Tenn.**—Granted pe
tion of Richland Radio for dismiss
without prejudice of application. O
Commission's own motion, applicati
of WKSR was removed from heari
docket.

**Waldo Haggberg Brazil, Grandvie
Mo.**—Granted petition for dismiss
without prejudice of application.

**Fred Birch (Transferor), The Fa
mont Corp. (Transferee) and KFB
Great Falls, Mont.**—Granted petiti
for indefinite continuance of heari
presently scheduled for Sept. 24
Great Falls in re proceeding for tran

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New Rochelle 6-1620

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r of control of KFBB.

Newton Z. Wolpert, St. Paul, Minn.—anted petition insofar as it requests moval of application from hearing cket and dismissed without prejudice sofar as it requests grant of the apcation without hearing.

KOPR Butte, Mont.—Granted petin for extension of time from Sept. to Oct. 15, in which to file exceptions initial decision released in proceed re its application and that of FXD Nampa, Ida.

By Hearing Examiner J. D. Bond

City Bcstg. Corp., Nashua, N. H. and HOB Gardner, Mass. and Chief oadcast Bureau—Granted requests corrections in various respects to anscript in proceeding re City Bcstg. rp. for CP new AM station, and HOB for CP to change frequency WHOB.

September 18 Applications . . .

ACCEPTED FOR FILING

AM—990 kc

KSVP Artesia, N. M.—CP to change from 1450 kc 250 w unl. to 990 kc 1 kw-LS 250 w-N, change ant. system and type trans.

Modification of CP

KCBC-FM Des Moines, Iowa—Mod. CP new FM station for extension of completion date.

WWOL-FM Buffalo, N. Y.—Same.

WBZ-TV Boston, Mass.—Mod. CP new TV station to change ERP from 14.3 kw vis. 7.13 kw aur. to 15.6 kw vis. 7.5 kw aur., change ant. system etc.

WATV (TV) Newark, N. J.—Mod. CP new TV station for extension of completion date to 4-9-52.

License Renewal

Following stations request renewal of license: KROP Brawley, Calif.; KCSB San Bernardino, Calif.; KYA San Francisco; KJEF Jennings, La.; KVMC Colorado City, Tex.; WDOD Chattanooga, Tenn.; KBTM-FM Jonesboro, Ark.; WLET-FM Toccoa, Ga.; WMOR (FM) Chicago, Ill.; WFMF (FM) Chicago; KFMY (FM) Ft. Dodge, Iowa; WEOL-FM Elyria, Ohio; WTJS-FM Jackson, Tenn.; WROV-FM Roanoke, Va.

APPLICATION RETURNED

WCAZ Carthage, Ill.—RETURNED application for transfer of control.

Dallas, Houston and San Antonio, Tex. — RETURNED applications for three UHF TV stations filed by UHF Television Co., at request of attorney.

APPLICATIONS DISMISSED

WIHL Hammond, Ind.—DISMISSED application for CP to change from 730 kc to 1490 kc etc.

Minden, La.—DISMISSED application for CP new AM station filed by Thomas H. Todd on 1240 kc 100 w unl.

WAPF McComb, Miss.—DISMISSED application for CP to change from 1010 kc to 1490 kc etc.

September 19 Decisions . . .

BY THE COMMISSION EN BANC

Designated for Hearing

Lawrence County Bcstg. Co., Lawrenceburg, Tenn.—Designated for hearing in Washington on Oct. 31 application for new station on 1230 kc 100 w unl.; made WBHP Huntsville, Ala., a party to proceeding.

WIVY Jacksonville, Fla.—Designated for hearing in Washington on Nov. 2 application to change facilities from 1050 kc to 1080 kc, increase hours operation from D to U, using 1 kw D 250 w N, and install DA-N.

Silence Extended

WLOU Louisville, Ky.—Granted extension of silence period for WLOU for 60 days from Sept. 14.

Issues Enlarged

KXO El Centro, Calif. and Desert Radio & Telecasting Co., Palm Springs, Calif.—Granted petition of KXO to enlarge issues in order of Sept. 12, designated for hearing application of Desert Radio and issue 2 was amended to include the following: ". . . and the type and character of the program service which would be lost to such areas and populations." On own motion, FCC further ordered that issue 4 be amended to include the following: "4. To determine the type and character of program service proposed to be rendered and whether it would meet the requirements of the populations and areas proposed to be served."

September 19 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WTOC-FM Savannah, Ga.—Mod. CP

(Continued on page 99)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Pacific northwest station increasing power need additional staff: Experienced combination announcer-operator with accent on announcing, $300.00 per month, 40 hours; experienced news reporter-news announcer, $300.00 per month; program director-announcer, $350.00 per month; announcer-salesman, $300.00 per month and commission. State all particulars in first letter along with tape or disc and picture. Box 3L, BROADCASTING.

Managerial

North midwestern 250 watt network affiliate wants all-round manager. Solid market and a proven station. Salary open. Present manager receives $8,000. Send complete and detailed information together with photo. Box 773K, BROADCASTING.

Manager wanted, 250 watt network station in rapidly growing one station market. Location Moses Lake, Washington. We want man on permanent basis. Write Box Eleven, Zillah, Washington.

West Texas 1000 watt independent daytime station wants all-round manager, must be strong on sales, promotion, good opportunity awaits the right man. Give full particulars about previous experience, and salary earned and expected. KERB, Kermit, Texas.

Salesman

Immediate opening with exceptional opportunity for experienced time salesman as field representative for firm supplying local radio stations with program service. **Expenses plus commissions and bonus. Weekly earnings exceed $300.00. Applicant must be personable, dependable, have car and be free to travel. For New York City interview, write Box 854K, BROADCASTING and enclose photo.**

Salesman or announcer-salesman. 250 watt east central network affiliate. Rush references, full information. Box 999K, BROADCASTING.

Salesman with car. Southwest city of more than 200,000. A real opportunity for an ambitious, sober man who wishes to establish himself permanently in the fastest growing market in U. S. Salary and commission commensurate with ability. Mail experience and references for interview. Box 5L, BROADCASTING.

Salesman—Prefer man experienced in small market station now ready for major market Ohio. Send full details. Box 7L, BROADCASTING.

Man with broad radio background for position as account executive in small market station. Salary and commissions on current accounts now more than $100 weekly. Box 10L, BROADCASTING.

Unusual opportunity for top salesman at well established ABC station. All information kept in strict confidence. Address Manager, WAIR, Winston-Salem, North Carolina.

Salesman—male or female, independent Berkshire station. 15% commission, $75.00 a week guarantee. Contact Nicoll, WNAW, North Adams, Mass.

We want an experienced salesman (not high-pressure) for a very profitable non-competitive market. $80 weekly guarantee plus liberal commission for the right man. Send complete details immediately to WRCO, Richland Center, Wisconsin.

Announcers

Disc jockeys—two. With real voice selling ability for morning, afternoon. Top money for outstanding men with proven record. Also outstanding hillbilly disc jockey. Give full information and references. Box 939K, BROADCASTING.

Help Wanted (Cont'd)

Active, progressive CBS affiliate in northern midwest will pay well for able, experienced announcer who is willing to work. Send disc and list qualifications, references and salary requirements first letter. Box 948K, BROADCASTING.

Experienced, versatile announcers, strong on commercial, no board work, NBC regional, south-southwest. Send tape demonstrating versatility, detailed letter. Photo and reference. Box 982K, BROADCASTING.

Northern New England 5 kw station needs seasoned newsman. Assist news editor. Capable gather, edit, broadcast local news. Good future permanent man. Experience, qualifications first letter. No discs. Box 1L, BROADCASTING.

2 combo men needed immediately for 250 watt southwestern Virginia station. No loafers. $60.00 to start. Box 16L, BROADCASTING.

News director - announcer. Central Pennsylvania CBS. Good starting salary, advancement, excellent working conditions. Please state experience, salary expected, full details first letter. Box 17L, BROADCASTING.

Announcer-engineer. $60.00. 35½ hours, 5 day week. Mornings. Experienced. Small northwest town. Box 27L, BROADCASTING.

Immediate opening. Announcer with first class license. Experience not necessary. Good salary with raises. Excellent working conditions. Established independent station. KGOS, Torrington, Wyoming.

Announcer-engineer, experienced. Salary $65.00. Contact J. B. McNutt, KBUD, Athens, Texas.

Hawaiian station still looking for the right combination men for two announcing jobs. Experience secondary to ability. Send full details, audition and references in first letter. KMVI, Wailuku, Maui, T. H.

Immediate opening for staff man with emphasis on news. State all particulars in first letter with disc and photo. KVAL, Brownsville, Texas.

Newsman—age 21 to 25. Stress is on reporting ability. Newspaper background will be given preference. **We** will work with you on air style. Our preference is for man with basic ability, desire to learn, mature, cooperative. Contact: KWKH News Bureau, (CBS 50 kw) P. O. Box 1387, Shreveport, Louisiana.

Combination announcer-engineer. Emphasis on announcing. Salary commensurate with ability. Call Manager, at telephone 780 collect. WBSC, Bennettsville, S. C.

Wanted: One announcer with good voice. Experience not necessary. Contact WKBC, North Wilkesboro, N. C.

Announcer-engineer, with first class ticket, at least six months' experience. Good working conditions, 250 watt network station. Send disc, qualifications, and salary requirements. WMLT, Dublin, Georgia.

Announcer - engineer, first phone. WWGS, Tifton, Ga., Phone 921.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING.

Engineer or combination for 250 watter near N. Y. Box 585K, BROADCASTING.

Need first class transmitter operator. No experience required. Virginia network station. Box 937K, BROADCASTING.

Help Wanted (Cont'd)

Chief engineer, Colorado local. Want worker to rebuild, improve. Experienced man who knows how to save money for employers, utilize long hours at first, cheerfully. Permanent. $280 month to start. Box 952K, BROADCASTING.

Wanted: Engineer-announcer at 250 watt east central network affiliate. Announcing experience desirable but not essential. Box 998K, BROADCASTING.

Engineer-announcer, established station and one new station in Arizona. First phone required. Call, wire immediately. Russ Wonnacott, KCLF, Clifton, Arizona.

Engineer, some announcing, $65.00 for 45 hours, KWAD, Wadena, Minn.

Engineer-announcer; do not have to stand transmitter watch on announcing shift. KWHW, Altus, Okla.

Transmitter operator, $60 for 40 hours. $65 after 6 weeks. Opportunity for better position. Call collect, Ed McLeod Portsmouth 9-6403, or write WCAV, Norfolk, Virginia.

Needed immediately, a man with first class phone ticket to handle combo job. Excellent earnings. Permanent position. Car needed. Write or wire WCDL, Carbondale, Penna.

Have immediate opening for engineer with first phone. **$1.25 per hour, 40 hour week. No experience necessary.** WCRK, Morristown, Tennessee.

Transmitter engineer for new 5000 watt 5 tower directional installation. First phone and car necessary. Excellent working conditions. Opportunity for ambitious person gain desired experience. Contact immediately S. Weyland, WENE, Endicott-Binghamton, N. Y.

Wanted—Transmitter engineer for 5 kw station. Must have car. Advise experience and salary expected. WGAC, Augusta, Ga.

Immediate opening for experienced engineer with first class ticket. Contact Allen B. Jones, Radio Station WGNI, Wilmington, N. C.

Engineer, first class license. Experience not necessary. Basic ABC station, central New York state. Contact T. L. Brown, WGVA, Geneva, New York.

Immediate opening for engineer with announcing experience. 45 hour week, $70.00. Contact Chief Engineer, WIBM, Inc., Jackson, Michigan.

Wanted—Engineer-announcer, also announcer-copywriter. Station WKEU, Griffin, Georgia.

Transmitter engineer. Car necessary. Permanent for right man. 1000 watt newspaper affiliated ABC network station. Contact Harold White, WKTY, LaCrosse, Wisconsin.

First class engineer. Write Bernard H. Bopp, Radio Station WMRF, Lewistown, Penna.

Wanted: Transmitter engineer, **car necessary, because of housing, single man preferred. FM and AM station. Write chief at WNAM, Neenah, Wisconsin, telling all.**

New Gulf Coast network affiliate needs combination engineer-announcer. Emphasis on announcing. Write or phone 83. WPMP, Pascagoula, Mississippi.

Transmitter operator, first phone, at once. Downstate Illinois daytimer. WVLN, Olney.

Help Wanted (Cont'd)

Production-Programming, Others

News director, able to take full charg of a live wire news room in a leadin 5000 watt, north-central network affi iate. **Must be a topflight newscaste thoroughly experienced in** local repor ing, editing wire copy and be able direct other news personnel. Reply i confidence, giving detailed previou experience, salaries, when availab and attach small photograph. Bo 413K, BROADCASTING.

Writer-announcer for Colorado loca Copy, air work, scheduling traffic. Pos tion is PD with young outfit expandin Need hard, long, cheerful worker. $25 month to start. Box 953K, BROAD CASTING.

Excellent opportunity at 1 kw midwes NBC affiliate for experienced copy writer. Send samples, personal dat references to Box 15L, BROADCASTING.

Male copywriter with ideas. Some an nouncing. Submit samples. KFRO Longview, Texas.

Experienced copywriter (female) fo Florida. Must have car to be able t serve accounts in person and write goo selling copy for all types of account Send full particulars of experienc samples, picture, etc. to WSPB, Sarasota, Fla.

Situations Wanted

Managerial

Station-Sales manager available immediately! Thoroughly capable, lon experience all phases radio. Desir change in location. College graduat strong on efficient, economical operation, public relations and communit type programming. Box 905K, BROADCASTING.

Fully experienced man who knows a phases of station operation wants to lo cate in dry climate. Box 908K, BROADCASTING.

Solve two problems (and many more with one man. Combination manager chief engineer with twenty years i the game will make your investment paying one. Not a genius or a swivel chair polisher, but a hard worker. Available in about thirty days and draft exempt. Box 4L, BROADCASTING.

General manager available. 18 years experience, sober, reliable. Financially sound family man. Top references. South only. Can invest. Box 25L BROADCASTING.

Salesmen

Available! Seasoned sales genius wit plenty bounce to the ounce! Box 976K BROADCASTING.

Salesman, presently promoting radi and TV service to ad agencies. Technical background, suitable for al round station work. Any area. Bo 992K, BROADCASTING.

Seasoned sales genius, college degre desires position, commercial manage Salesman. Box 18L, BROADCASTING.

Announcers

Experienced disc jockey, announce Proven sales. Any operation. Available October 1st. Await offer. Bo 913K, BROADCASTING.

Hooper slipping? My disc shows ripping. Crisp and terse, farce and verse Really super. Raise your Hooper. Bo 923K, BROADCASTING.

Announcer presently employed, experienced, draft exempt, good morning man on console. Can write copy—direc program schedule, also play-by-play sports. Available trial period. No split shifts. Base pay $70 forty hours Box 934K, BROADCASTING.

Sportscaster, experienced all sports staff, DJ. Top references. Family man Tape. Box 951K, BROADCASTING.

Announcer-engineer, 27. Radio school private. First phone. 8 years Merchant Marine, Airlines. No broadcast experience. Disc. Box 955K, BROADCASTING.

Experienced sports, staff man. Play-by-play all sports, sportscast, operate console, plus regular staff duties. Tape, photo, references on request. Box 980K, BROADCASTING.

Situations Wanted (Cont'd)

cellent staff man available news and
. Handle any board. Disc. Box
K, BROADCASTING.

nouncer. Good staff man. Top
wscaster. Three and one-half years
perience. Radio is my profession.
x 985K, BROADCASTING.

nouncer-sports director. 4 years ex-
ience play-by-play all sports. Ex-
lent record show, newscaster, MC
llege grad. Will travel. Audition
sonally within 150 mile radius of
C. Available immediately. Box
K, BROADCASTING.

nouncer, Radio City trained. Study-
for ticket. 25, married, child, vet.
ive anywhere east for interview.
x 990K, BROADCASTING.

lp! Young announcer desires posi-
n with topflight station. Proficient
DJ work, newscasting and straight
nouncing. Can also handle control
rd. Good education. Single, draft
empt. State salary. Box 993K,
OADCASTING.

nouncer, experienced, ambitious,
-TV. Strong commercials, MC,
ws, etc. Presently employed 50 kw
C AM-TV. Desire change. Excel-
t references. Disc, photo, partic-
rs on request. Offer? Thanks for
ding! Box 995K, BROADCASTING.

rts man. Desires position with
rts minded station. Presently em-
yed. Experienced with basketball,
king, baseball from high school to
. Married. Draft exempt. Age 26.
ary $75 week, plus talent. Box 996K,
OADCASTING.

ilable October 1st. Announcer, disc
key, news, ad lib, actor, production
ector, operates console. 6 years ex-
ience. Master's Degree—Radio Pro-
tion. Age 27, single, veteran, draft
mpt. Desire steady position with
ure. Prefer southwest, will accept
d proposition elsewhere. Tape,
to, references, details available on
uest. Box 997K, BROADCASTING.

nouncer, 3½ years experience. Now
ployed in major New York market.
w station policy makes change nec-
ary. Draft exempt. Answer all
lies. Box 6L, BROADCASTING.

jor disc jockey program, 3½ years
ccess in New York. Available to
tion representing thriving, progres-
e metropolis. Alert sales staff nec-
ary to handle great participation
tential. Arrangement must offer
nimum annual earnings $10,000.
psule audition tape, disc available.
x 8L, BROADCASTING.

nouncer—Nine years experience, lo-
l and network. Sports, news, editing
d copywriter. Also, sales, direction,
oduction. Married, veteran, serious,
er and settled. 38 years age, uni-
rsity grad. Prefer Michigan, but
ll consider elsewhere if given oppor-
nity to produce. Excellent references.
x 9L, BROADCASTING.

ff announcer with good friendly
ling voice and authoritative news
ivery. Experienced, responsible, can
ite, creator of original disc shows.
dition disc available. Box 14L,
OADCASTING.

od announcing, newscasts. Capable,
perienced, reliable. No draft. $75.
dwest. 338 S. 21st, La Crosse, Wis-
nsin.

perienced announcer-copywriter.
t, single, 27. College degree. Work
ard. Heavy news, classics. H. Alleva,
l 58th Street, Brooklyn, N. Y.
dney 5-7710.

llege graduate, 27, desires position
ortscaster and staff announcer, mid-
stern or eastern station carrying
y-by-play sports, baseball specialty;
me experience; graduate Pathfinder
hool of Radio; Edgar Clarke, 1222A
k St., Kansas City, Mo.

p newscaster and commercial man,
perienced. Information and educa-
n specialist U.S. Army. Just back
m Japan. Not floater. Want mid-
st connection. Available now. Leon-
d Smith, 1222-A Oak Street, Kansas
y, Mo.

nouncer: Wants position, prefer
uthwest. Experienced all phases an-
uncing, selling. Also 1½ years pro-
m director for MBS outlet. Excel-
t ad lib, MC time shows. Available
mediately. Glen Stutzman, North
atte, Nebraska, Phone 2682W..

Technical

nted: Chief engineer's job, AM,
, TV. Presently employed in radar.
ve had experience in construction.
x 924K, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer. Sixteen years experience in construction, operation and maintenance of transmitters and associated broadcast equipment, including 50 kw. With present employer more than 15 years, but desire a change. I am not a drifter and must have a good salary to justify change. Age 37. Box 925K, BROADCASTING.

Wanted: Station with engineering problems for ambitious chief engineer. 6 years experience; directionals, construction, tuning, maintenance. Strong on audio. Desire permanent, congenial change. Now supervisor. Midwest. Salary $90.00. Box 975K, BROADCASTING.

Chief engineer-an-announcer 20 months experience, can handle all phases. Single, age 28, draft exempt. Good voice and have automobile. Minimum salary $300, month. Prefers midwest. Box 981K, BROADCASTING.

Experienced broadcast engineer desires responsible position in deep south. Box 991K, BROADCASTING.

Engineer or combo, 3 years experience, 1 year 8 months chief engineer. Family. Reply to Box 994K, BROADCASTING.

Attention eastern Oklahoma or northeast Texas stations. Home is where the heart is and I have been away too long. If you expect an opening soon for an experienced engineer, write for my record. Am now employed in kw station on west coast so will need time for notice. Minimum wage of 60 dollars per 40 hour week considered. Box 19L, BROADCASTING.

RCA Institutes graduate general course. Single, first phone license, three years broadcast experience. One year devoted to television technical operations WOR and WCBS. Prefer location in midwest, television operation desired. Box 22L, BROADCASTING.

Engineer, 1st phone. 4½ years experience transmitter control, remotes. Single vet. Have car. Available immediately. Box 23L, BROADCASTING.

Wanted, first fone operating position. Qualifications on request. Box 370, Moorhead, Minnesota.

Engineer: Radio telephone. 1st class license. Inexperienced, draft exempt, married. Radio and TV training. Willing to travel. Florida preferred. Daniel G. Heald, 103-12 123rd Street, Richmond Hill, Long Island, New York.

Engineer-announcer available October 1st. Southern California and Arizona. Also $10,000.00 to invest in 250 watter in same area. Walter Hoffman, Box 906, Martinez, California.

Transmitter operator available immediately. Licensed, experienced, reliable. Please state requirements. Lewis Sherlock, General Delivery, Denver, Colorado.

Draft exempt, 1st phone. Broadcast and military experience. Excellent references. Want permanent transmitter job. Prefer southern or southeastern location, but will consider all replies. William Waddell, 300 W. Center Street, Searcy, Arkansas.

Production-Programming, Others

Program director, experienced in production, announcing and traffic. Degree in music. Presently employed. Single. Box 964K, BROADCASTING.

Yankee network producer, TV writer, also 7 years announcing plus traffic. ABC station. $65 minimum. Prefer New England. Box 977K, BROADCASTING.

Writer-producer (4½ years) wishes position as PD or producer. Experienced all types programming. Presently employed, available immediately. Married. Box 978K, BROADCASTING.

Continuity girl: Presently employed, desires change of climate. Also doing air work, traffic, general office. Manager knows of this ad. Box 988K, BROADCASTING.

Program director 27. 7 years. Experienced as salesman-announcer-news director-sports director. Let me add the personal touch to your programs that gets listeners and sells sponsors. Available with 2 weeks notice. Personal interview desired. Box 989K, BROADCASTING.

Programming-production, woman script writer, jingles copy unusually talented. Prefers south-southwest. Box 11L, BROADCASTING.

Situations Wanted (Cont'd)

Continuity writer-solid selling copy, experience radio and allied fields. Draft exempt male. No announcing. Box 12L, BROADCASTING.

Writer, eight years TV and radio station staff experience: Wants position in New York station or agency. Box 13L, BROADCASTING.

Sports director largest sports station in country. Madison Square Garden basketball, track and hockey, Forest Hills and Davis Cup Tennis. Radio and TV. College and pro football. Harness racing from New York. Box 21L, BROADCASTING.

Top radio news writer now with wire service wants job on midwest station. 24, married, veteran, references. Box 24L, BROADCASTING.

Retired station manager open for program director position. 10 years experience, net and indie. Sober, reliable, family man. Handle sports play-by-play. MC work, announcing, news and farm programs. South only. Top references, can invest. Box 26L, BROADCASTING.

Television

Announcers

One of the nation's top television sportscasters now available. Can offer over a decade of experience in all sports and more "on camera" time than a test pattern. Can handle your football, basketball, hockey, et al. Box 987K, BROADCASTING • *TELECASTING.*

Production-Programming, Others

Television cameraman and photographer: commercial, news; advertising and publicity. Age 40, married. Excellent references. Box 891K. BROADCASTING • *TELECASTING.*

For Sale

Stations

Excellent 250 watt fulltime station in growing east coast city of 15,000. Good potential. Fine studio transmitter building with five acres of land right in city. Owners have other interests. $49,500 with $20-25,000 cash. Box 2L, BROADCASTING.

Equipment, etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

Channel two or three RCA TF3A three bay Bat Wing antenna immediate delivery. Box 869K, BROADCASTING.

Brand new Magnecord PT-63 recorder with amplifier and mixer. Slightly used Presto PT-900. Magnecord PT-63 with 93x5 amplifier $400.00. Box 984K, BROADCASTING.

For sale—Western Electric type 405-B2 five kilowatt standard broadcast transmitter used less than three years. Excellent condition. Supervisory console and FCC set of spare tubes included. Price $19,950.00. Box 28L, BROADCASTING.

Used RCA 76B2 Consolette and power supply, in good condition. $500. Chief Engineer, KGLO, Mason City, Iowa.

Collins 300G 250 watt transmitter. Excellent condition, complete. Also 185 foot self supporting Blaw-Knox tower. Contact Thomas Shelburne, WILK, Wilkes-Barre, Pennsylvania.

Wanted to Buy

Equipment etc.

Wanted: One used studio console, send full details and price to WNAE, Warren, Pennsylvania.

Two RCA 70C or 70D turntables, good condition. Contact Ross Beville, Radio Station WWDC, Washington, D. C.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

Help Wanted

Excellent Opportunities
Exist
in
NORTH CAROLINA RADIO STATIONS
for
REPUTABLE RADIO MEN & WOMEN
(Technical & Non Technical)
AM - FM - TV
Write Today for Application
NORTH CAROLINA
ASSN. OF BROADCASTERS
Box 1140 Southern Pines, N. C.

Announcers

COMBO MAN
wanted

Must be strong on announcing. Send tape or platter and state salary expected. Orth Bell, General Manager,

KLMR, Lamar, Colo.

Technical

Who wants to work? Midwest small market station needs chief. You can be virtually your own boss if you can take over technical department. I don't care how much or how little experience you've had; if you know about the care and feeding of transmitters and such, can get along with others, you're our boy. Some board work. 50 or more hours some weeks. Write or wire at once. Don't overstate your case; if you can't handle don't bother us. Also can use one operator. Give complete details with pay minimum. Box 979K, BROADCASTING.

For Sale

Equipment, etc.

Television Transmitter
FOR SALE

New --- Never Used
In Original Crates
RCA TT5A
5 KW--VHF
Channels 2 through 6

Available Immediately

Address Box 880K
BROADCASTING • *TELECASTING*

(Continued on next page)

XUM

For Sale (Cont'd)

FOR SALE

One 250 watt Gates FM transmitter with modulation and frequency monitors, two bay Gates FM antenna. Transmitter guaranteed to be in perfect condition. Write or call

KVLC Little Rock, Arkansas

Hewlett-Packard
Model 325-B
DISTORTION ANALYSER
New condition. Best offer.
WOAI, Post Office Box 2641,
San Antonio, Texas.

For Sale (Cont'd)

For Sale: Complete television micro-wave relay system, used by stations WLW-D and WLW-C for transmitting TV programs between Dayton and Columbus, Ohio. For details write J. M. McDonald, Asst. Dir. Engineering, Crosley Broadcasting Corp., Crosley Square, Cincinnati 2, Ohio.

Wanted to Buy

Stations

WANTED
A Radio Station
WEST OR SOUTHWEST
250-5000 WATTS
All Replies Confidential
SEND DETAILS,
INCLUDING PRICE TO
BOX 881K, BROADCASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE

Confidential nation - wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from applicants and employers.

Howard S. Frazier
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

NEED AN ENGINEER?

- **need an engineer**
- **looking for a job**
- **equipment for sale**
- **want to buy a station**

The best way to get results from any of the above classifications is to place an ad in Broadcasting • *Telecasting* . . . where all the men who *make the decisions* meet every Monday morning.

Situations wanted, 10¢ per word ($1.00 minimum)
Help wanted, 20¢ per word ($2.00 minimum)
All other classifications 25¢ per word ($4.00 minimum)
Display ads, $12.00 per inch

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

Film Report

(Continued from page 82)

additional installments and production started last week. **Wally Fox** and **George Archainbaud** have been signed to co-direct. Production firm is owned by **Gene Autry. Louis Gray** is producing this series.

An agreement with **James C. Petrillo,** AFM president, has been announced by **FILMCRAFT Productions.** It will allow the firm to arrange an original musical score for the film version of NBC's *You Bet Your Life.* For a while, it seemed the TV show might have to apply music from the AM production.

The Lady and the Rocket is the title of half-hour film commercial nearing completion at **JERRY FAIRBANKS Productions,** Hollywood. The long plug will introduce the new 1952 **Oldsmobile** and co-stars **Jean Ruth** and **Bill Lechner.** . . . Fairbanks has purchased an original TV play by **Robert Blees,** *The Cheyney Vase,* for its *Hollywood Theatre.* . . . The same firm's *Front Page Detective* has started shooting its third series of 13-hour films.

Sales & Production . . .

SNADER TELESCRIPTIONS, Beverly Hills, has completed 10 Telescriptions, five featuring **Tennessee Ernie** and five starring **Bob Wills** and **Texas Playboys.** . . . Snader has sold its Telescriptions library to **WABD-TV** New York for five half-hour shows weekly titled *Date With Rex.*

* * *

BING CROSBY Enterprises starts filming second group of *Rebound* films this week at **RKO Pathe** studios.

* * *

UNITED Productions of America is holding its seventh annual five day animation art festival at Burbank, Calif. studios. Festival, ending Sept. 25, includes screening of its various cartoons.

GOLFING family are (l to r) Le Clawson Jr., champion of the Martin's Ferry Ohio Golf Tournament; Le Clawson Sr., winner of the U. S. Enamelware Co. trophy as "West Virginia's State Sportscaster's Go Champion," and Jim Clawson, th younger son, and runner-up in th Ohio Golf match won by his brother, Lew Clawson Sr. is sports and continuity director at WWVA Wheeling.

CAB DIRECTORS

Plan Cultural Show

PLANS ARE under way for experiments in new programming techniques, it was announced by the board of directors of the Canadian Assn. of Broadcasters a Montreal Sept. 12-13.

Plans include programs to stimulate book reading, especially among younger people, and to reacquaint them with the classic literature in the English and French languages. Increased use of concert music in Canadian broadcasting and scholarship awards for young Canadian composers also are planned.

The program experiments stem from the Massey Commission report in which independent Canadian broadcasting stations were reported as not doing enough to raise the cultural level of the country.

CAB directors announced appointment of Guy Roberge of Quebec City, as associate counsel fo the association. CKLN Nelson B.C., became the 103d member o the CAB. CAB directors reaffirme their willingness to assist government authorities in formation of definite plan for effective use o radio services in case of emergency

Midwest
$35,000.00

A profitable independent located in an ideal single station market in a rich agricultural area. Financing arranged.

New York State
$65,000.00

The only station in a very substantial market with a population in excess of 25,000 and retail sales of more than $35,000,000.00. Financing arranged.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

cket Actions . . .

INITIAL DECISIONS

anville, Ill.—Hearing Examiner Leo aick issued initial decision favor- grant of application of Vermilion g. Corp. for new AM station on kc, 1 kw, fulltime, directional day night; conditions. Decision Sept. 18.

Ionia, Mich. — Hearing Examiner abeth C. Smith issued initial de- n favoring grant of Ionia Bcstg. 's application for new AM station 1430 kc, 500 w, daytime, and Seneca dio Corp.'s request for same fre- ency with 1 kw fulltime at Fostoria, io; both applications are subject to gineering conditions. Decision Sept.

alem, Ind.—Hearing Examiner James Cunningham issued initial decision oring grant of Don H. Martin's ap- cation for a new AM station on 1220 250 w, daytime; conditions. Deci- n Sept. 20.

MEMORANDUM OPINION AND ORDER

altimore, Md.—Commission issued morandum opinion and order deny- Public Service Radio Corp.'s appli- ion for new station and granting AL Baltimore's request for license ewal. Order Sept. 13.

n-Docket Actions . . .

AM GRANTS

alem, Ore.—W. Gordon Allen, John Truhan and Justine Clark. Granted kc, 1 kw, daytime. Estimated cost 00. Mr. Allen has been owner of AL Lebanon, Ore. Mr. Truhan is AA engineer. Granted Sept. 19.

TV GRANTS

mporium, Pa. — Sylvania Electric ducts Inc. Granted experimental quencies on Ch. 7 and two UHF ds, 509-529 and 870-890 mc. Esti- ted cost $10,500. Transmission is ited to test patterns and/or mono- pes and attended remote control eration. Granted Sept. 19.

TRANSFER GRANTS

WLAV-TV Grand Rapids, Mich.— anted assignment of construction mit from Leonard A. Versluis to andwood Bcstg. Co. for $1,382,068. w owner is licensee, of WOOD Grand pids. Granted Sept. 19.

WWPG-AM-FM Palm Beach, Fla.— anted acquisition of control Palm ach Bcstg. Corp., licensee, by Charles Davis, former ½ owner, through rchase of other 50% from Ajax Corp. $75,000. Granted Sept. 19.

KJCK Junction City, Kan.—Granted quisition of control Junction City stg. Co., licensee, former 50% part- r by R. L. Weir Jr. through purchase other half interest from R. P. Mack $22,000. Granted Sept. 19.

KWCB Searcy, Ark.—Granted trans- of control White County Bcstg. Co. . from William R. Smith to C. N. dd through retirement of 60% in- est for $10,500. Granted Sept. 19.

KINE Kingsville, Tex.—Granted as- nment of license from Josephine te Kidd, executrix of estate of Jack nry Kidd Jr., deceased, to Radio ation KINE Inc. for $3,500. Principals in transferee are associated with the King Ranch. They include President James H. Clement (19%); Vice President Ben A. Glusing (24%), attorney; Secretary A. L. Kleberg (19%); Richard M. Kleberg Jr. (19%); and Robert C. Wells (19%). Granted Sept. 19.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH SEPTEMBER 20

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
				AM	FM	TV
AM Stations	2,295	2,278	121		278	112
FM Stations	650	560	102	*1	9	2
TV Stations	107	87	21		516	171

* On the air.

* * *

WCTW (FM) New Castle, Ind.—Granted transfer of control Courier-Times Inc., licensee, from Adaline B. Chambers to Adaline B. Chambers, individually, and Adaline B. Chambers and Ernest G. Scotten as trustees. Mr. Scotten replaces Walter S. Chambers, deceased. No monetary consideration involved. Granted Sept. 19.

KOLT Scottsbluff, Neb.—Granted assignment of license to new partnership of L. L. Hilliard and Ruth Hilliard d/b as Hilliard Co. through purchase of former partner Russell A. Hand's 1% interest for $2,500. Granted Sept. 19.

WIRO Ironton, Ohio—Granted assignment of license from Glacus G. Merrill to Iron City Bcstg. Co., a corporation in which he owns more than 99%. Granted Sept. 14.

New Applications . . .

AM APPLICATIONS

Waxahachie, Tex.—Pierce P. Brooks d/b as Cen-Tex Bcstg. Co., 1390 kc, 500 w, day; estimated cost $17,070; operating cost $24,000; revenue $46,000. Applicant is ½ owner Lone Star Bcstg. Co., applicant for AM station in Lone Star, Tex. Filed Sept. 19.

Hot Springs, Ark.—Resort Bcstg. Co. Inc., 590 kc, 1 kw, day; estimated cost $16,474; operating cost $35,000; revenue $60,000. Principals include I. A. Cain (20%), owner Cain Drug Store; O. L. Bayless (20%), pastor; H. E. Williams (10%), president of Southern Baptist College, Walnut Ridge, Ark. (licensee KRLW); Earl Hodges (10%), chief engineer KRLW and four other Arkansas residents. Filed Sept. 17.

Emporium, Pa.—Bucktail Bcstg. Corp., 980 kc, 500 w, day; estimated cost $13,275; operating cost $24,000; revenue $36,000. One-fifth owners are President L. J. Grimone, ⅓ owner Grimone's retail furniture and appliance store; Vice President Frank Grimone, same; Secretary-Treasurer Anthony Grimone, same; Robert Bergdahl, engineer for Sylvania Electric Products Inc.; Frank Bergman, manager Sylvia's retail store. Filed Sept. 17.

FM APPLICATIONS

Des Moines, Iowa—Independent School District, non-commercial educational FM on Ch. 201 (88.1 mc), 1 kw; estimated construction cost $5,150. Plans to cooperate with WOI-AM-FM Ames, Iowa (Iowa U.) in exchange of broadcasting service. Station will be used as radio training unit and educational service for Des Moines school system. Filed Sept. 19.

TV APPLICATIONS

Eureka, Calif.—Redwood Bcstg. Co. Inc., Ch. 3, 17.1 kw visual, 8.55 kw aural, antenna 92 ft. Estimated cost $135,384; operating cost $80,000; revenue $50,000. Applicant is licensee of KIEM and KRED (FM) Eureka. Filed Sept. 19.

Huntington, W. Va.—Greater Huntington Radio Corp., Ch. 13, 58.3 kw visual, 29.2 kw aural, antenna 492 ft. Estimated cost $301,028.86; operating cost and revenue to be determined. Applicant is licensee of WHTN-AM-FM Huntington. Filed Sept. 17.

Quincy, Ill.—Quincy Bcstg. Co., Ch. 10 (192-198 mc), 200 kw visual, antenna 500 ft. Estimated cost $394,750; operating cost $93,000; revenue $110,000. Applicant is licensee of WGEM Quincy. Filed Sept. 20.

TRANSFER REQUESTS

KXIT Dalhart, Tex.—Assignment of license from Baird Bishop and Ed Bishop d/b as Dal Rad Assoc. to Baird Bishop and Kenneth B. Bishop d/b as Dal Rad Assoc. K. B. Bishop pays $30,000 for Ed Bishop's 50% interest. K. B. Bishop has been general manager of station since grant. Filed Sept. 18.

KOME Tulsa, Okla.—Transfer of control Oil Capital Sales Corp., licensee, through sale of 100% interest to John Brown U. of Siloam Springs, Ark. for $200,000. School has been majority owner of KUOA Siloam Springs since 1935. Filed Sept. 19.

KDEC Decorah, Iowa—Assignment of license from Telegraph Herald to Scenic Bcstg. Co. Inc. for $15,000. Principals in transferee are President Verne Koenig (45.83%), now KDEC program director; Vice President Kenneth Bjerke (45.83%), KDEC news and sports director; and Frank R. Miller (8.33%), attorney. Filed Sept. 19.

WKAI Macomb, Ill.—Transfer of control the Macomb Bcstg. Co., licensee, from James C. Bailey, Dorothy C. Bailey and Lyle B. Landis through sale of 100% interest for $35,000. Owners of 25% each are President W. E. Schons, sales department of Brede Inc., Minneapolis outdoor advertising and display; Secretary Dr. E. Schons, physician; Vice President T. L. Cook, owner several retail stores; and Treasurer C. S. Harris, part-owner B. W. Harris Co., clothing manufacturers. Filed Sept. 17.

WSKB McComb, Miss.—Involuntary assignment of license from McComb Bcstg. Corp. to H. Bee Wood, trustee in bankruptcy. Filed Sept. 18.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 25, FM 57, TV 1. New deletions, effective dates and reasons follow:

KMPH Memphis, Tenn.—Blake Bcstg. Co., permit, Sept. 10. No reason given.

KVLC-FM Little Rock, Ark.—Southwestern Bcstg. Co., license, Sept. 11. Survey showed only 12 listeners.

WABX (FM) Harrisburg, Pa.—WABX Inc., license, Sept. 13. Economic.

FOOTBALL GUIDE for 1951, giving this fall's college and pro football schedules and other data, has been published by B. F. Goodrich, sponsor of *Celebrity Time* on CBS-TV. It was edited by Herman Hickman, coach at Yale U. and a permanent panel member on *Celebrity Time*.

FCC Actions

(Continued from page 95)

Applications Cont.:

new FM station for extension of completion date.

WLOK-FM Lima, Ohio—Same.

License Renewal

Following stations request license renewal: KTRB-FM Modesto, Calif.; WLDS-FM Jacksonville, Ill.

APPLICATION RETURNED

WISR Butler, Pa.—RETURNED application for involuntary transfer of control Butler Bcstg. Co. Inc., licensee.

September 20 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KBIG Avalon, Calif.—Mod. CP new AM station to change name from John H. Poole tr/as El Dia Bcstg. Co. to John H. Poole tr/as John Poole Bcstg. Co.

WLAN-FM Lancaster, Pa.—Mod. CP new FM station for extension of completion date.

License Renewal

Following stations request renewal of license: WEIM Fitchburg, Mass.; WYVE Wytheville, Va.; KXOA-FM Sacramento, Calif.; WNOW-FM York, Pa.; WPLH-FM Huntington, W. Va.

BZ'S 30th ANNIVERSARY

Boston Outlet Recalls Active History

BZ Boston, 30 years old last ek, observed the historic event ietly by reminding that on Sept. , 1921 it "became the second sta- n in the world to offer a regular heduled program service, and the st station in New England." Its ster station, KDKA Pittsburgh, arted regular service Nov. 2, 20.

Claims Many Firsts

WBZ boasts of many firsts in the story of broadcasting, particular- in the public service field. WBZA ined WBZ Nov. 12, 1924, as a oston outlet and the two stations ere synchronized on the same wavelength in 1927. This synchronization remains in effect though the stations switched locale in 1929, WBZ's studios and transmitting facilities moving to Boston and WBZA to Springfield.

WBZ, now a 50 kw NBC outlet, teamed with WJZ New York in 1925 and formally joined NBC's Blue Network Jan. 1, 1927. It joined the former Red Network in 1942. The station moved June 20, 1948, into the modern Radio & Television Center, a 10-acre tract three miles from the center of Boston. This plant houses all studios and offices of WBZ, WBZ-FM, WBZ-TV and WBOS, shortwave outlet.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Wemar

CASTLE ROCK

On Records: **Johnny Hodges—Mer. 8944; Ralph Marterie—Mer. 5658; Dave Barbour—Cap. 1716; Frank Sinatra-Harry James—Col. 39527*; Fontane Sisters—Vic. 20-4213*; Four Deep Tones —Coral 65061*; Sy Oliver—Dec. 27718*.**

**Non-exclusive BMI vocally.*

BROADCAST MUSIC INC.
NEW YORK • CHICAGO • HOLLYWOOD
580 FIFTH AVENUE
NEW YORK 19, N. Y.
BMI

RTMA Sports Plan

(Continued from page 27)

and was officially described only as a request that "the whole question of how to increase the telecasting of major sports events" be studied.

But meaning and motivation appeared clear to observers. Set makers are sensitive to the rising wave of complaints from set owners who feel they have been deprived of coverage to which they are entitled whenever theatre-TV acquired exclusive rights to serve its own, paying audiences. On one occasion a group of manufacturers banded together to acquire fightcast rights.

The request for a study of the sportscasting question was directed to the Sports Broadcasting Committee under J. B. Elliott, of RCA, which in addition to manufacturing home sets and owning a TV network also makes theatre TV equipment. Other members are A. A. Brandt of General Electric; H. L. Hoffman of Hoffman Radio Corp.; John F. Gilligan of Philco Corp.; William H. Kelley of Motorola; Walter L. Stickel of Allen B. DuMont Labs., and L. C. Truesdale of Zenith Radio Corp.

Sees No Panacea

In the small business conference Tuesday, A. D. Plamondon Jr., president of Indiana Steel Products Co. and chairman of the Small Business Survey Committee, emphasized that the clearing house to help bring together prime and sub-contractors on handling of government contracts will augment present activities in that direction but will be no panacea.

It was stressed that civilian production will be curtailed even further.

President McDaniel reported that the defense department is currently at work on a regulation to serve as a guide as to what cost items are permissible in federal contracts, including fees or costs of selling to the government. Manufacturers, it was reported, would be permitted to engage legitimate representatives on a commission basis for government sales, but that influence-peddlers or so-called five-percenters would be excluded.

The committee agreed to the following definition of "small business" in the electronic industry: "A business independently owned and operated, employing not more than 750 persons and not a subsidiary of a company employing more than 750 persons." A recent survey, it was reported, showed that 72% of RTMA's member companies qualify as "small business."

Named to the Tube Division's Committee on Critical Materials, to serve as liaison with NPA, were: E. P. Garretson, of Tung-Sol Lamp Works; Berkley Davis, GE; E. R. Carroll, Hytron Radio & Electronic Co.; W. E. Bahls, RCA Victor Division, and R. F. Marlin, Sylvania Electric Products. Appointments were made by R. E. Carlson, chairman of the Tube Division.

Among membership solicitation activities scheduled were:

The RTMA Transmitter Division has scheduled a general membership meeting, to be held Nov. 1 at the Wardman Park Hotel in Washington, at which government and industry officials will discuss mutual problems. In addition it was pointed out that the Promotion Committee, under J. J. Kahn, of Standard Transformer Corp., is developing plans to get across more clearly to RTMA members and the industry generally the story of the organization's objectives and activities.

With set servicing problems expected to mount appreciably with the opening of UHF broadcasting and more extensive colorcasting, the Service Committee reported it is completing work on a suggested course for the training of technicians in trade and vocational schools.

The recently established RTMA Amateur Radio Activities Section, holding its initial meeting on Tuesday, worked on plans for more intensive promotion on behalf of amateur operators and their activities.

LOBBY GROUP at NARTB District 9 meeting (seated, l to r): John Carey, WIND Chicago; Leslie C. Johnson, WHBF-AM-TV Rock Island; Charles C. Caley, WMBD Peoria; Harold E. Fellows, NARTB president. Standing, Robert J. Burow, WDAN Danville; Ray Hamilton, Blackburn-Hamilton; Gus Hagenah, Standard Radio Transcription Services.

District 9

(Continued from page 93)

sound when radio's greater valu as an advertising medium is n proportionately reflected by gener rate increases during the past de ade."

Declaring general rate redu tions "unwise, unnecessary and u just," the ninth district membe ship urged NARTB and the indu try "to resist and oppose such r ductions wherever and whenev proposed."

Ray Livesay, WLBH-AM-F Mattoon, president of the Illino Broadcasters Assn., stressed th need for a closer personal rel tionship between the broadcast and his state representatives.

"Legislation is important, a it's a must for broadcasters know the senator and represent tives from their district," he state

The IBA, he said, plans to r tain an attorney to screen sta legislation of interest to the grou

Mr. Dahl, substituting for Be Laird, WDUZ Green Bay, pres dent of the Wisconsin Broadcaste Assn., told of plans by the sta to get legislative approval for tw more FM stations. This wou bring the state's total to eight F stations and one AM outlet. M Dahl charged the stations, whic are networked to cover the enti state, would "compete with us f listeners although not for money The Wisconsin group retains a attorney on a permanent basis, h said.

The membership also vote resolutions commending Mr. Fe lows for the work he has do thus far and pledging him "su tained and sincere support." Th meeting commended Broadca Music Inc. for its program clinic BMI vice president Roy Harlo outlined the growth of BMI sin its organization, upcoming pr gram clinics and progress of th competition for composers.

STATION SALES

Six Will Seek FCC Approval

FIVE AM stations and one FM outlet were reported sold last week, subject to FCC approval.

Lee Hats' President James B. Lee has bought a 75% interest in WLAD Danbury, Conn. He is paying $30,000 for the interests of Robert J. and John C. Doran and John P. Previdi. Mr. Lee also owns a majority interest in Fairfield Broadcasting Co., one of three companies which combined to apply for a TV outlet in Waterbury, Conn. (The other two are WBRY and WATR, both Waterbury).

The FM sale took place in Hollywood where Harry Maizlish, president and general manager of KFWB there, purchased KFMV (FM) from Union Broadcasting Corp. for $70,000. Union Broadcasting is a subsidiary of International Ladies' Garment Workers (AFL) which also owns WFDR (FM) New York. Frederick F. Umhey, executive secretary of the union, said the station was sold because "operation of an FM-only radio station in Los Angeles is not feasible or practical from a financial standpoint at this time."

Applications for transfer had been filed with FCC for four of the AM sales reported as of last Thursday. These included sale of KOME Tulsa, Okla., to John Brown U. of Siloam Springs, Ark., licensee of KUOA-AM-FM there, for $200,000. [At Deadline, Aug. 27].

Would Buy WKAI

Four individuals filed for permission to buy WKAI Macomb, Ill. for $35,000 from James C. and Dorothy Bailey, and Lyle B. Landis. Prospective owners are W. E. Schons, outdoor advertising sales executive; Dr. E. Schons, physician; T. L. Cook, retailer, and C. S. Harris, part-owner of B. W. Harr Co., clothing manufacturer.

One-half interest in KXIT Da hart, Tex., was bought by Kenne B. Bishop from Ed Bishop for $30 000. Kenneth Bishop has been ge eral manager of the station sin its grant. Other partner, Bai Bishop, retains his 50%.

Two station employes and an a torney have applied to buy KDE Decorah, Iowa, from the Dubuq *Telegraph Herald* for $15,000. Pr gram Director Verne Koenig an News Director Kenneth Bjerke wi each own 45.83%. Attorney Fran Miller holds 8.33%.

Seven station sales were a proved by the FCC last week. The were WWPG-AM-FM Palm Beac Fla.; KJCK Junction City, Kan KWCB Searcy, Ark.; KINE King ville, Tex.; WCTW (FM) Ne Castle, Ind.; KOLT Scottsblu Neb., and WIRO Ironton, Ohi [Details in FCC Roundup, pag 99].

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
N.Y. 19
HENRY GREENFIELD, Mg. Director

Registration of NARTB District 9 Meet

harles R. Cook, WJPF Rock Island, ; Harold A. Safford, WLS Chicago; rold L. Dewing, WCVS Springfield; ank E. Schooley, WILL Urbana; Ed eeler, WEAW (FM) Evanston; ver J. Keller, WTAX Springfield; gh Boice Jr., WEMP Milwaukee; ward Dahl, WKBH La Crosse; Les- C. Johnson, WHBF AM-TV Rock and, Ill.; Howard Lane, WJJD Chi- o; Joe Bonansinga, WGEM Quincy; y Livesay, WLBH Mattoon, Ill.; omas S. Land, WROY Carmi, Ill.; omas R. Kelley, WRCO Richland nter, Wis.; William Holm, WLPO Salle, Ill.; Sid Bliss, WCLO Janes- e.

obert J. Burow, WDAN Danville; ward G. Bill, WDZ Decatur; George Frechette, WFHR Wisconsin Ra- s; Harry R. LePoidevin, WRJN ine; Mary M. Walter, WJPG Green ; W. Kenneth Patterson, WSIV in; John Carey, WIND Chicago; nk C. Schroeder Jr., WDZ; John lter, WJPG; Harold J. Newcomb, JN; Bruce Beichl, WFHR; Dan aston, WMBD.

ilburn H. Stuckwish, WSOY De- ur; Jerry Staten, WFRX West nkfort, Ill.; Charles F. Bruce, OY; L. W. Fitchett, WJPG; rles C. Caley, WMBD Peoria; rge C. Udry, WSIV Pekin; War- C. Tidemann, WJBC Blooming- ; Joe Mackin, WMAM Marinette, s.; Merrill Lindsay, WSOY; Maury g, BROADCASTING • TELECASTING, shington; Jane Pinkerton and Bill w, BROADCASTING • TELECASTING, cago.

tation men attending part of the sions were William McGuineas, N Chicago; Glenn Snyder, Warren idleton, Chick Freeman, WLS Chi- o.

ssociate members in attendance e Roy Harlow and Burt Squire, I; Neal Weed, Weed and Co.; Bill ng and Hugo Allen, Lang-Worth; ns Thomason, United Press; Ray Hamilton, Blackburn-Hamilton; Hagenah, Standard Radio Tran- iption Services; Thomas W. Wil- , Washington attorney; Jerry Gill Gerald Swisher, Associated Press; l Reilly, RCA Thesaurus; J. L. kels, RCA Broadcast Sales; E. L. nt and Bert Masterson, UP; Har- Fitzgerald, SESAC; Seymour plan, World Broadcasting System. epresentatives from NARTB in- ded President Harold Fellows; ph W. Hardy, director of govern- nt relations; John F. Hardesty, ector of station relations, and Bill ynor of his department, and R. P. herty, director of labor relations; B representatives included Presi- t Bill Ryan of New York and Lee t of Chicago.

SL (TV) Hollywood has tripled telecine space and added one 35 mm one 16 mm projector plus Teleop. SL projection equipment has been ved to 1313 N. Vine St. studios.

A CHAS. MICHELSON HIT!

"Blackstone
MAGIC DETECTIVE"

15 MIN. TRANSCRIBED
MYSTERY SHOWS

•

for particulars

arles Michelson, Inc.
15 WEST 47th ST., NEW YORK 19

DELEGATES AT NARTB District 9 meeting included (l to r): Oliver Keller, WTAX Springfield; Hugh Boice Jr., WEMP Milwaukee; Merrill Lindsay, WSOY Decatur, District 9 director, and Ray Livesay, WLBH Mattoon, president, Illinois Bcstrs. Assn.

Phonevision

(Continued from page 67)

FCC set the request for hearing [BROADCASTING • TELECASTING, Dec. 12, 1949]. The issues indicated that the Commission had doubts about the legality of subscription TV as a broadcast service; whether it should not be considered a common carrier service, etc.

Early in 1950, Zenith in a plea for reconsideration asked that it be allowed to run the tests before having to justify the system. The Commission gave Zenith that permission and the tests commenced in January 1951.

Results of a study of the reactions of the 300 families that participated in the Chicago tests, by the National Opinion Research Council of the U. of Chicago, will not accompany the petition for commercialization. It is expected that that study will be available in 30 days or so.

Although the issues propounded by the FCC in 1949 allude to the then proposed demonstration, they give some idea of the Commission's thinking on the subject of subscription TV. The 1949 issues were as follows:

1. Full information concerning the technical aspects and operations of petitioner's system of Phonevision.

2. Full information concerning the nature of the proposed exeprimental operations, including:
   - (a) The objectives of and necessity for such experimental operations;
   - (b) Transmitting and receiving facilities and services to be employed;
   - (c) Telephone company facilities and services to be employed;
   - (d) Maximum, minimum and weighted average airline distances of test subscribers from the central Phonevision control switchboard;
   - (e) Charges to be collected from test subscribers and the basis upon which such charges were determined;
   - (f) Contractual or other arrangements between petitioner and TECO,* on the one hand, and test subscribers, persons supplying program material, and the Illinois Bell Telephone Co. on the other hand.

3. Full information concerning the contemplated non-technical aspects of Phonevision operations, if authorized on a regular basis, including the relationship of petitioner and TECO* to each other and to stations transmitting Phonevision, subscribers, persons supplying program material, and telephone companies.

4. Whether under the Communications Act of 1934, as amended, Phonevision, if authorized by the Commission, should be classified as a "broadcast" service, a "common carrier" service, or some other service classification.

5. Whether the conduct of the proposed experiment on the requested frequency band (54 to 60 mc) would be consistent with the Commission's Rules and Regulations, the Communications Act of 1934, as amended, and existing treaties; and whether the experiment could not be conducted effectively on frequencies available under the Commission's Rules and Regulations for experimental operations looking toward the development of a new service.

6. In the light of the evidence adduced on the foregoing issues, to determine whether a grant of the petition would serve the public interest, convenience and necessity.

---

* Television Entertainment Co. Inc., organized by Zenith officers and stockholders, which would have exclusive licensing rights and arrange programs and fees for the service.

WEAM Adds to Staff

HOWARD STANLEY, manager of WEAM Arlington, Va., last week appointed Wayne Farrell as program director; Buddy Kling, public relations director; Johnny Cooley, music director, and Tom Frawley, news editor.

Lawrence Tri-Color Tube

(Continued from page 67)

proud to have been associated in the development of the tube with such scientists as Dr. Lawrence; Dr. Louis Alvarez, nuclear physicist and inventor of the ground-control approach aircraft navigation system; Dr. Edward McMillan, nuclear physicist and co-discoverer of plutonium; and Dr. Andrew Longacre, who was responsible for much of the early development work in radar.

"We have reason to believe," Mr. Balaban continued, "that the Lawrence-Paramount tube is the simple answer to the color television problem about which there has been so much public discussion and confusion.

"A unique feature of the tube is its ready adaptability for mass production on an economical basis that will bring color television within the means of the millions, rather than a few. In hastening the achievement of color television as a technical and economic reality, we are gratified that Paramount can perform a constructive public service."

"With the broad acceptance of color, new horizons are open for enhanced entertainment and the broadcasting of better quality programs of educational and cultural value. Color represents a new and glamorous 'third' dimension for television."

After seeing the tube in operation, Adolph Zukor, pioneer in the development of motion pictures, was quoted as saying:

"I am just as excited about the possibilities of color television as I was in the early days of motion pictures."

MINNESOTA Mining & Mfg. Co. (Scotch Brand cellophone tape) moved its *Juvenile Jury* TV show from 8:30-9 p.m. Tues. on NBC-TV to Sun. afternoon, 3:30-4 p.m. on same network.

You Get
MORE for Your Paycheck
BECAUSE OF ADVERTISING

Because Advertising

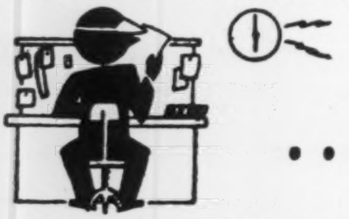
. . . brings you news about better products you need

. . . tells you where to get what you want when you want it

. . . makes lower prices possible through mass production and mass selling

Yet Picture How Little
All This Costs

For instance, it costs less than 1/10¢ a gallon to advertise the most famous brands of gasoline. Any other method of selling would cost the manufacturer more and therefore raise the price. Otherwise he wouldn't use advertising.



...at deadline

WATERBURY SCHOOL BOARD OPPOSES TV PROJECT

HIGH construction and operating costs preclude erection of educational TV station in Waterbury, Conn., local school board ruled in response to request of Connecticut State Board of Education for educational TV channel in city. State group also has asked earmarking of channels in three other cities (Bridgeport, Hartford, Norwich) and at U. of Connecticut, Storrs.

Waterbury board said TV station would impose "burdensome financial obligation" on department, "already pressed to meet financial requirements of an expanding school population." Board added that existing radio stations in Waterbury "have been generous in making their facilities available" to board and students. It believes "a commercial TV station would make available its facilities without cost." Board has no intention to start station, has no funds, and doesn't want channel set aside for its use, it said, estimating it would take investment of about $500,000 plus operating costs.

HEDGES WARNS RADIO MUST BE MORE FLEXIBLE

RADIO is "more all-inclusive than any other advertising medium" but faces "revolution" in which it "must learn to roll with punches and to become flexible and adaptable if it is to have a prosperous future," William S. Hedges, NBC vice president in charge of integrated services, told BMI program clinic at Rochester. He said spot radio business is increasing, with network radio as strong as in 1940s and above last half of 1950, with slight variation.

Replying to Assn. of National Advertisers' third study of radio time values [BROADCASTING • TELECASTING, Sept. 10], he said:

> Significant changes in the economic conditions affecting radio are taking place. The one medium which has been ultra conservative in rate adjustments was selected as the target of ANA. I am still waiting for the publication of an ANA book entitled, "Newspaper Rates Must Be Reduced." The plain cold fact is that the advertisers know very well that these older media have been forced to increase their rates in order that they may survive.

BOUT IN 13 CITIES

SADDLER-PEP featherweight championship bout [BROADCASTING • TELECASTING, Aug. 27] at New York's Polo Grounds Wednesday will be carried exclusively by 17 theatres in 13 cities, Theatre Network Television Inc. announced yesterday (Sunday). Limited to areas outside New York, bout represents largest theatre TV coverage to date. New cities added to hookup are Minneapolis, Detroit, and Binghamton, N. Y., and new theatre has been equipped in Pittsburgh.

WHITLEY JOINS BLAIR

EDWARD WHITLEY named account executive for John Blair & Co., New York station representative. Mr. Whitley joined Blair after serving with Sullivan, Stauffer, Colwell & Bayles as timebuyer.

FCC APPROVES SALE OF WSB-TV ATLANTA

FINAL APPROVAL of sale of WSB-TV Atlanta Channel 8 facilities from Atlanta Newspapers Inc. to Broadcasting Inc. issued by FCC late Friday. Initial authorization last month had been stayed twice after U. of Georgia's WGST and E. D. Rivers Jr., both TV applicants for Atlanta, filed petitions for reconsideration of Commission's action alleging hidden stock ownership, other legal irregularities [BROADCASTING • TELECASTING, Aug. 13, et seq.].

Both WGST and Mr. Rivers alleged Joseph L. Morris was stockholder in Broadcasting Inc. and Atlanta Newspapers Inc., had not reported it. FCC in order last week found Mr. Morris had owned 0.1% non-voting stock in Atlanta Newspapers, had sold it when informed it might be considered violation by FCC. "... We do not find that the delinquencies warrant the action sought by petitioners in view of the fact that the failure to report was based on an inadvertence and a lack of understanding," the FCC order read.

Allegations that there was "community of interest" between Atlanta Newspapers and Broadcasting Inc. because some Robinson-Humphrey Inc. stockholders owned stock in Atlanta Newspapers and others in Broadcasting Inc. were dismissed by FCC as being "particularly vague and indefinite." Robinson-Humphrey Inc. is investment banking firm which handled some financial arrangements of purchase. Other points dismissed by Commission on legal grounds, including assumption on part of WGST and Mr. Rivers that they had right as TV applicants to hearing for Channel 8. Comrs. Coy, Hyde and Hennock did not participate. Comr. Hyde is on vacation.

HIGGINS, DIGNAM RESIGN

RESIGNATIONS of Hugh M. P. Higgins, director of BAB, and William Dignam, director of information and assistant to President William B. Ryan, announced Friday by BAB, effective Oct. 15. Mr. Higgins, former vice president and general manager of WMOA Marietta, Ohio, and before that with NAB, became interim director of BAB last August. Mr. Dignam joined BAB in March after serving as administrative assistant to president of Alfred Politz Research Inc., New York.

THREE JOIN INTERMOUNTAIN

AFFILIATION of KIFI Idaho Falls, KWLK Pocatello and KLIX Twin Falls, all in Idaho, with Intermountain Network, effective Oct. 1, announced Friday by George C. Hatch, network president. Group represented nationally by Avery-Knodel Inc. Thirty-nine Intermountain stations also available with Coast Don Lee Network. New affiliates retain ABC affiliation.

WOR-TV NAMES MARLOWE

HARVEY MARLOWE named program manager WOR-TV New York, effective today (Monday). Producer-director at WOR-TV since 1949, he was formerly program manager for WPIX (TV) New York and before that executive producer for ABC Television Network.

Closed Circuit

(Continued from page 4)

FCC's disposition of controverted FM issue on validity of such specialized services as Transitcasting, Functional Music and Storecasting indicated last week. Reason: Staff not ready.

CBS RADIO negotiating with KERG Eugene, Ore., which would become its 204th affiliate. Understood basic hourly rate would be $60.

HUDSON PULP & PAPER Co. and Mennen Products, radio and television advertisers and both formerly with Duane Jones Co., expected to name Kenyon & Eckhardt, N. Y., as agency.

JOHN McCORKLE, with Maxon Adv., N. Y., expected to join Sullivan, Stauffer, Colwell & Bayles, N. Y., as timebuyer effective middle of October.

BAM COVERAGE STUDY URGED BY DISTRICT 11

CALL for thorough inquiry into audience measurement situation sounded Friday by NARTB District 11, meeting at Radisson Hotel, Minneapolis.

Noting increased interest in coverage-rating mixup, District 11 adopted resolution endorsing Broadcast Audience Measurement Inc. for its efforts to arrive at satisfactory uniform measurement system and urged it to continue efforts (see research-measurement stories page 25).

District joined four previous NARTB areas in opposing Benton legislation. Proposal to analyze impact of FM and demand for sets by means of test market studies received endorsement. Rate reductions and other developments tending to undermine industry's economic stability condemned by delegates. Other resolutions endorsed NARTB President Harold E. Fellows, who addressed meeting, and other officers; approved BMI clinics; lauded Broadcast Advertising Bureau and pledged support to civil defense activities.

Harry W. Linder, KWLM Willmar, Minn., district director, presided at two-day session, attended by 90 delegates. He named resolutions committee consisting of John F. Meagher, KYSM Mankato, chairman; Lee Whiting, KEYD Minneapolis; Orville Burda, KDIX Dickinson, N. D.; Ray Eppell, KORN Mitchell, S. D.

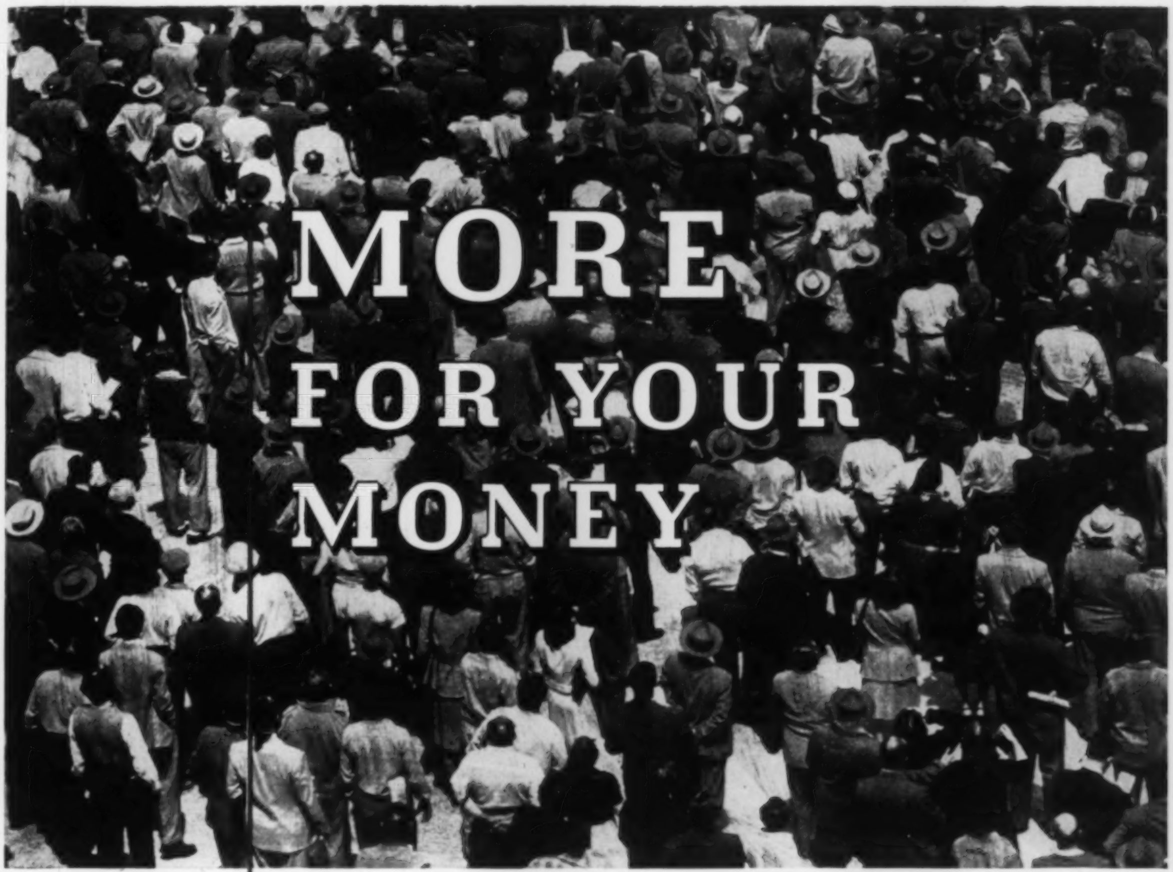
Speakers included Roy Harlow, BMI; Ralph W. Hardy, Mr. Fellows and Richard P. Doherty, NARTB; William B. Ryan and Lee Hart, BAB; Col. Tom Joyce, 5th Army Command; Oliver Gramling, AP.

TV panel discussion, led by Messrs. Fellows and Doherty, included Francis Van Konynenburg, WTCN Minneapolis; Robert R. Tincher, WNAX Yankton; Jack Dunn, WDAY Fargo; S. S. Fantle, KWLO Sioux Falls; Harry S. Hyett, WEAU Eau Claire; Odin S. Ramsland, KDAL Duluth; F. E. Fitzsimonds, KFYR Bismarck and Harry Peck, WDGY Minneapolis.

BAB panel included Tom Barnes, WDAY, chairman; Don Sullivan, WNAX; Robert Ekstrum, WTCN; Manny Marget, KVOX Moorhead, Minn.; Jack Lynch, KWLM; Paul Gussner, KGCU Mandan, N. D.

BASEBALL GROUP NAMED

SUBCOMMITTEE of NARTB Baseball Committee named Friday to conduct study of impact of broadcasting and TV on baseball gate along with other aspects of situation. Named to subcommittee by NARTB President Harold E. Fellows were Harry McTigue, WINN Louisville; Clair R. McCollough, WGAL-AM-TV Lancaster, Pa., and William B. McGrath, WHDH Boston.



That's what you want, isn't it? In advertising that means more sales impressions per dollar spent.

No other medium can approach radio in reaching a lot of people at low cost. In a market that is nearly 1/10th of America, one station—WLW— reaches more people more frequently and at lower cost than any other medium available.

If you're really serious about wanting more for your advertising dollar, if you're concerned about the cost of reaching people, you should see the new presentation, "What Price People?" We'll be glad to show you this factual story about—

WLW **THE NATION'S MOST MERCHANDISE-ABLE STATION**

responsive listeners
make
responsive buyers

WJR

the
GREAT VOICE
of the
GREAT LAKES

WJR DETROIT
50,000 WATTS
CLEAR CHANNEL
CBS

Four WJR response tests averaged 543 answers per single announcement!

Recently, WJR tested listener response on four shows—a record show, a folk-song show, a news and a sports show. Over 25,000 listeners responded to only 46 announcements. That's 543 responses for every announcement! Here's real proof of WJR's ability to work for more sales in a major market area. It's evidence also of WJR's pulling power and influence on a great audience. Translate these factors into high-geared sales. In the Michigan-Great Lakes area, always buy WJR, the Great Voice of the Great Lakes.

REMEMBER... FIRST THEY LISTEN... THEN THEY BUY!

Radio—America's Greatest Advertising Medium

FREE SPEECH MIKE

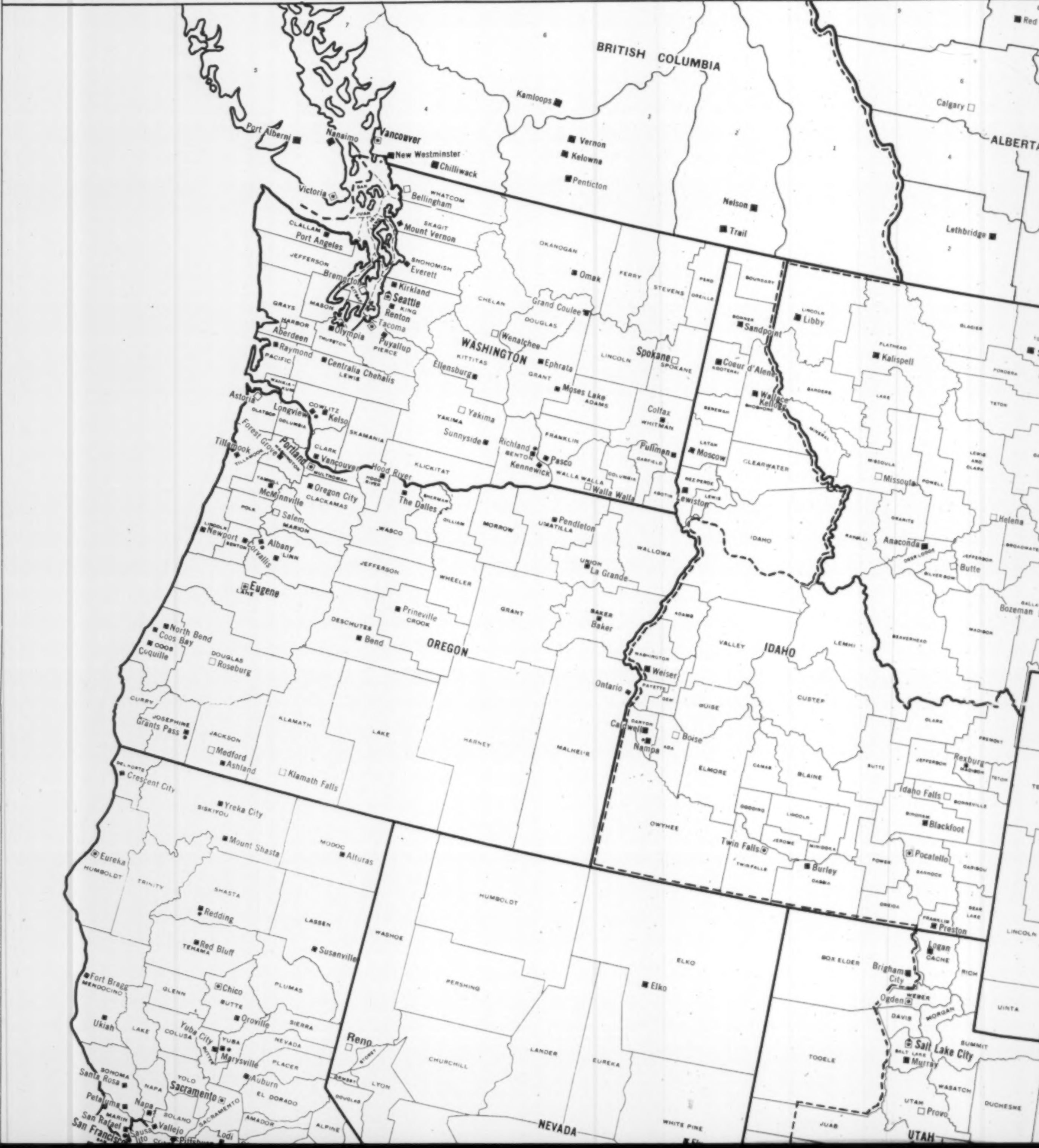
Represented nationally by Edward Petry & Company

WJR—now celebrating its 25th year of service to home and nation

★ ★

CITIES WITH AM &

PACIFIC TIME


BRITISH COLUMBIA
ALBERTA
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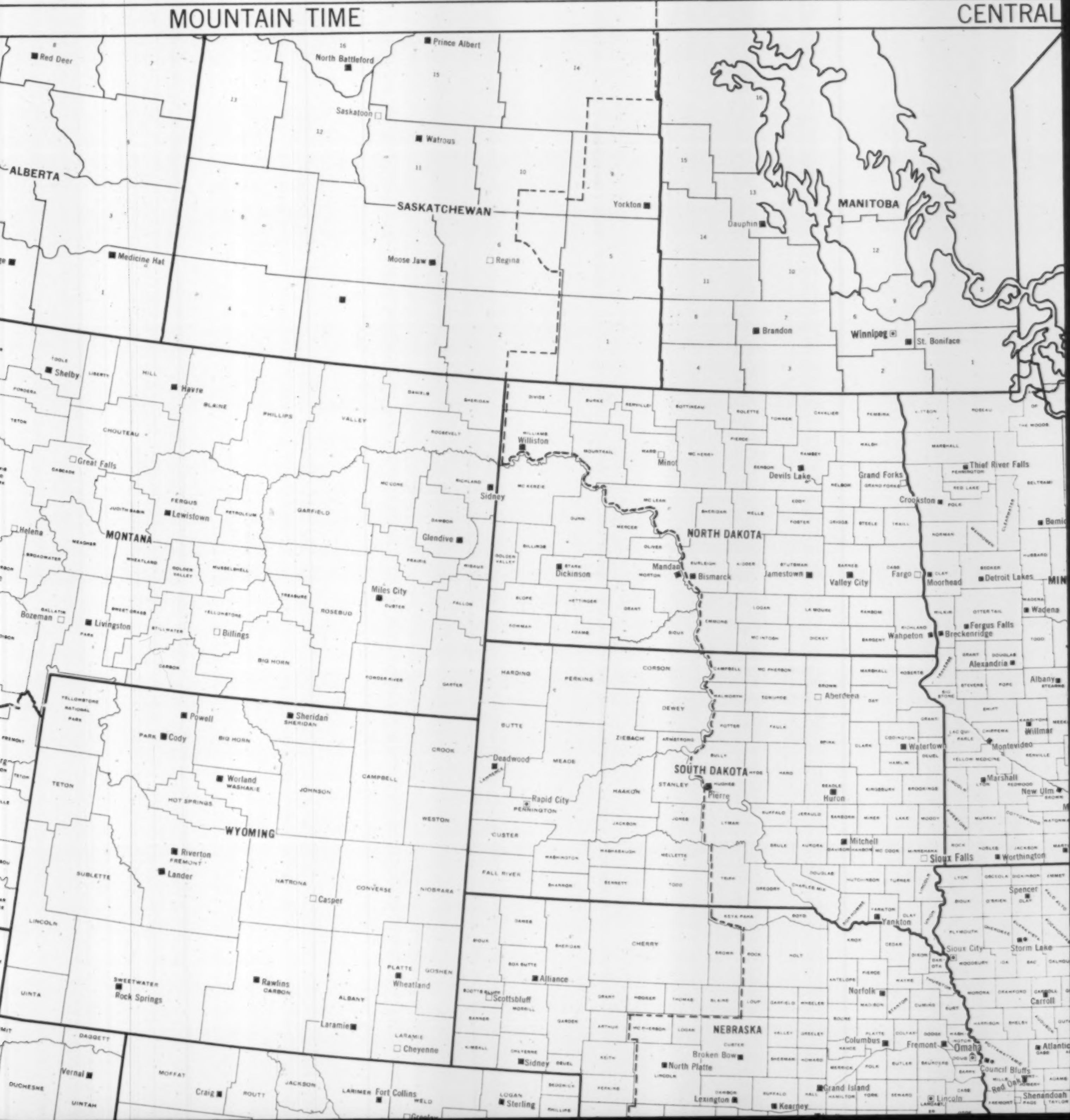
IDAHO
NEVADA
UTAH
Kamloops
Vernon
Kelowna
Penticton
Nelson
Trail
Calgary
Lethbridge
Red
Port Alberni
Nanaimo
Vancouver
New Westminster
Chilliwack
Victoria
Bellingham
WHATCOM
SKAGIT
Mount Vernon
CLALLAM
Port Angeles
JEFFERSON
SNOHOMISH
Everett
Bremerton
Kirkland
Seattle
KING
Renton
Tacoma
Olympia
THURSTON
Puyallup
PIERCE
GRAYS HARBOR
MASON
Aberdeen
Raymond
PACIFIC
Centralia Chehalis
LEWIS
OKANOGAN
Omak
FERRY
STEVENS
PEND OREILLE
CHELAN
Grand Coulee
DOUGLAS
Wenatchee
KITTITAS
Ellensburg
Ephrata
GRANT
LINCOLN
Spokane
SPOKANE
Moses Lake
ADAMS
Colfax
WHITMAN
Pullman
GARFIELD
ASOTIN
Yakima
YAKIMA
Sunnyside
Richland
BENTON
Pasco
FRANKLIN
Kennewick
WALLA WALLA
Walla Walla
COLUMBIA
KLICKITAT
SKAMANIA
CLARK
Vancouver
COWLITZ
Longview
Kelso
WAHKIAKUM
Astoria
CLATSOP
COLUMBIA
Forest Grove
Tillamook
TILLAMOOK
Portland
MULTNOMAH
Hood River
HOOD RIVER
The Dalles
SHERMAN
WASCO
Oregon City
CLACKAMAS
McMinnville
YAMHILL
POLK
Salem
MARION
LINCOLN
Newport
BENTON
Corvallis
Albany
LINN
Eugene
LANE
GILLIAM
MORROW
UMATILLA
Pendleton
WALLOWA
UNION
La Grande
JEFFERSON
WHEELER
GRANT
BAKER
Baker
Prineville
CROOK
DESCHUTES
Bend
North Bend
Coos Bay
COOS
Coquille
DOUGLAS
Roseburg
CURRY
JOSEPHINE
Grants Pass
JACKSON
Medford
Ashland
KLAMATH
Klamath Falls
LAKE
HARNEY
MALHEUR
Ontario
DEL NORTE
Crescent City
Yreka City
SISKIYOU
Mount Shasta
MODOC
Alturas
Eureka
HUMBOLDT
TRINITY
SHASTA
Redding
LASSEN
Susanville
Red Bluff
TEHAMA
Fort Bragg
MENDOCINO
GLENN
Chico
BUTTE
PLUMAS
Oroville
SIERRA
Ukiah
LAKE
COLUSA
Yuba City
YUBA
SUTTER
Marysville
NEVADA
PLACER
Auburn
EL DORADO
SONOMA
Santa Rosa
NAPA
YOLO
Sacramento
SACRAMENTO
Petaluma
Napa
SOLANO
MARIN
San Rafael
San Francisco
Vallejo
Pittsburg
AMADOR
Lodi
ALPINE
WASHOE
Reno
STOREY
ORMSBY
LYON
DOUGLAS
HUMBOLDT
PERSHING
CHURCHILL
LANDER
EUREKA
ELKO
Elko
WHITE PINE
BOUNDARY
Libby
LINCOLN
BONNER
Sandpoint
Coeur d'Alene
KOOTENAI
Kalispell
FLATHEAD
GLACIER
SANDERS
LAKE
Wallace
Kellogg
SHOSHONE
BENEWAH
MINERAL
LATAH
Moscow
CLEARWATER
MISSOULA
Missoula
POWELL
NEZ PERCE
LEWIS
Lewiston
IDAHO
RAVALLI
GRANITE
Anaconda
DEER LODGE
Butte
SILVER BOW
JEFFERSON
Helena
BROADWATER
GALLATIN
Bozeman
MADISON
BEAVERHEAD
LEMHI
ADAMS
VALLEY
WASHINGTON
Weiser
PAYETTE
GEM
BOISE
CUSTER
CANYON
Caldwell
Nampa
ADA
Boise
ELMORE
CAMAS
BLAINE
BUTTE
CLARK
FREMONT
JEFFERSON
Rexburg
MADISON
TETON
Idaho Falls
BONNEVILLE
BINGHAM
Blackfoot
OWYHEE
GOODING
LINCOLN
JEROME
MINIDOKA
Twin Falls
TWIN FALLS
Burley
CASSIA
POWER
Pocatello
BANNOCK
CARIBOU
ONEIDA
FRANKLIN
Preston
BEAR LAKE
LINCOLN
BOX ELDER
Logan
CACHE
RICH
Brigham City
Ogden
WEBER
DAVIS
MORGAN
UINTA
SUMMIT
Salt Lake City
SALT LAKE
Murray
TOOELE
WASATCH
DUCHESNE
UTAH
Provo
JUAB
TETON
STILLWATER
LEWIS AND CLARK

XUM

& FM RADIO BROADCAST STATIONS AND


MOUNTAIN TIME
CENTRAL
ALBERTA
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Medicine Hat
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Watrous
Yorkton
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Regina
MANITOBA
Dauphin
Brandon
Winnipeg
St. Boniface
MONTANA
Shelby
Havre
Great Falls
Lewistown
Helena
Glendive
Sidney
Miles City
Bozeman
Livingston
Billings
NORTH DAKOTA
Williston
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Devils Lake
Grand Forks
Dickinson
Mandan
Bismarck
Jamestown
Valley City
Fargo
Wahpeton
MINNESOTA
Thief River Falls
Crookston
Moorhead
Detroit Lakes
Wadena
Fergus Falls
Breckenridge
Alexandria
Albany
Willmar
Montevideo
Marshall
New Ulm
Worthington
WYOMING
Powell
Cody
Sheridan
Worland
Riverton
Lander
Casper
Rock Springs
Rawlins
Wheatland
Laramie
Cheyenne
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Aberdeen
Watertown
Deadwood
Rapid City
Pierre
Huron
Mitchell
Sioux Falls
Yankton
NEBRASKA
Alliance
Scottsbluff
Sidney
North Platte
Broken Bow
Lexington
Kearney
Grand Island
Columbus
Norfolk
Fremont
Omaha
Lincoln
IOWA
Spencer
Storm Lake
Sioux City
Carroll
Council Bluffs
Red Oak
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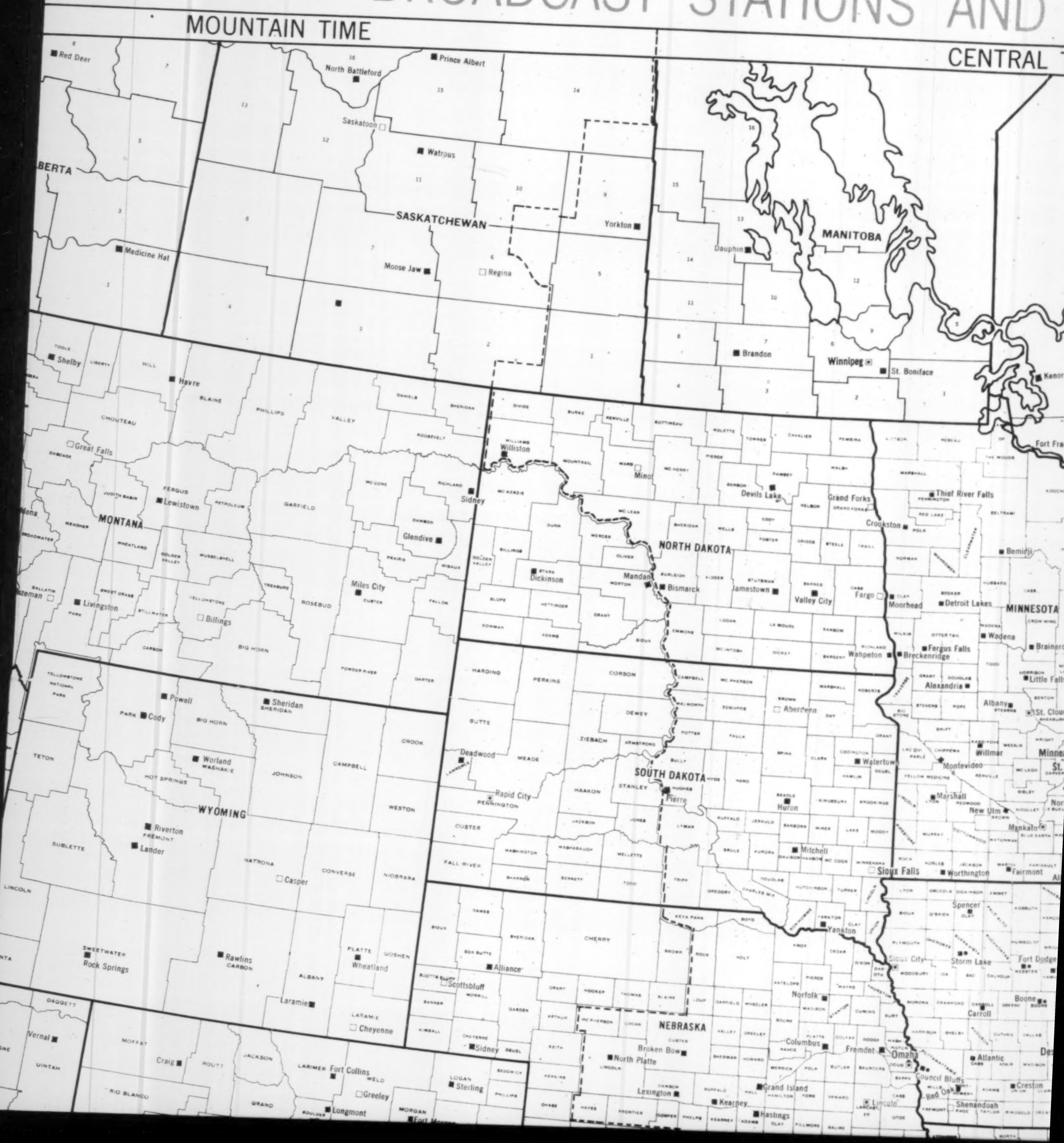
Shenandoah
COLORADO
Craig
Fort Collins
Sterling
Greeley
UTAH
Vernal

FM RADIO BROADCAST STATIONS AND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Thief River Falls
Bemidji
Dickinson
Mandan
Bismarck
Jamestown
Valley City
Fargo
Moorhead
Detroit Lakes
Wadena
Brainerd
Fergus Falls
Wahpeton
Breckenridge
Alexandria
Little Falls
Albany
St. Cloud
Aberdeen
Deadwood
Rapid City
Pierre
Watertown
Huron
Willmar
Montevideo
Marshall
New Ulm
Mankato
Mitchell
Sioux Falls
Worthington
Fairmont
Yankton
Spencer
Sioux City
Storm Lake
Fort Dodge
Carroll
Boone
Powell
Cody
Sheridan
Worland
Riverton
Lander
Casper
Rawlins
Rock Springs
Wheatland
Laramie
Cheyenne
Alliance
Scottsbluff
Sidney
Norfolk
Columbus
Fremont
Omaha
Council Bluffs
Red Oak
Shenandoah
Atlantic
Creston
Broken Bow
North Platte
Lexington
Kearney
Grand Island
Hastings
Lincoln
Vernal
Craig
Fort Collins
Greeley
Sterling
Longmont
Fort Morgan

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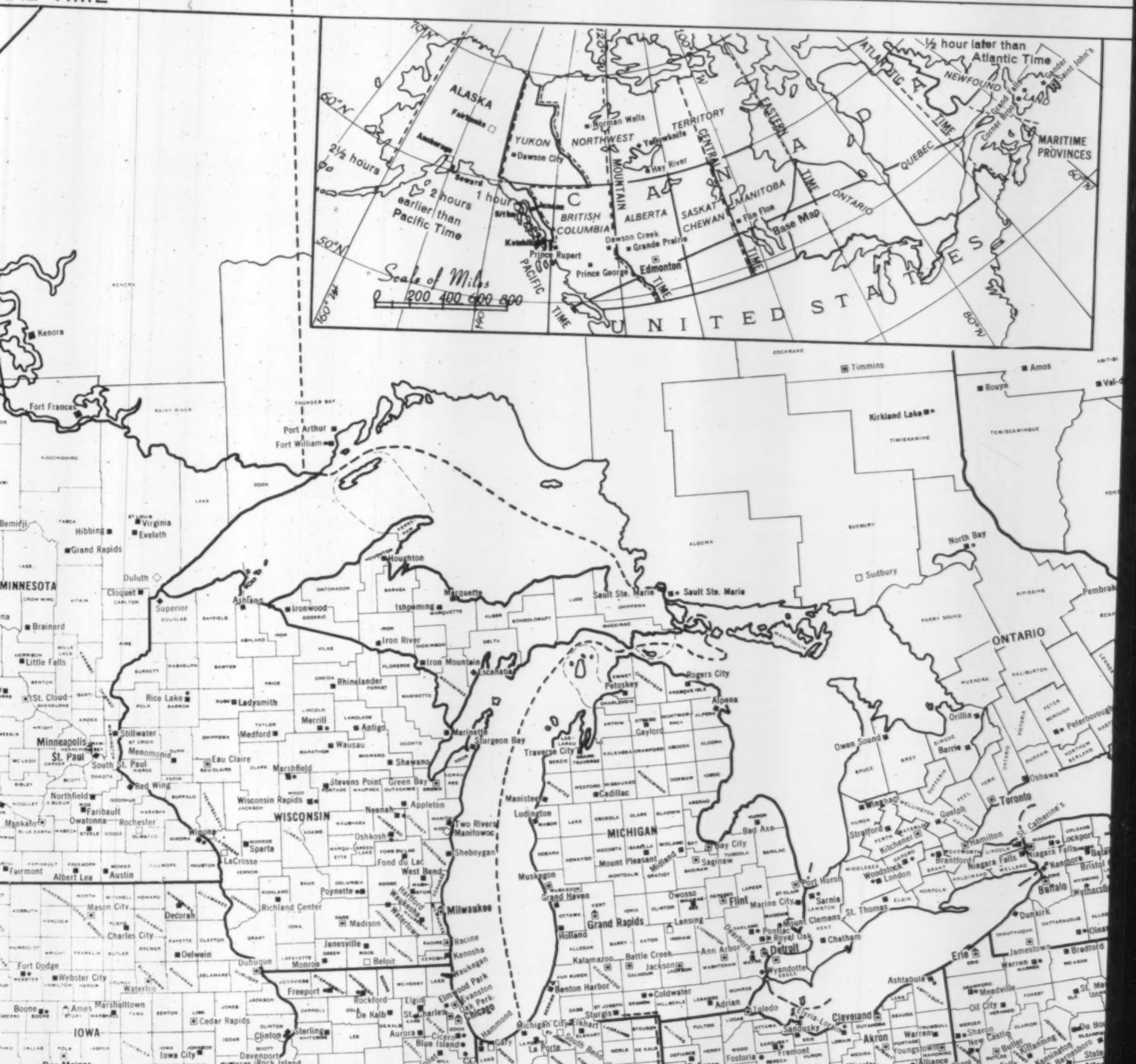

½ hour later than Atlantic Time
2½ hours
2 hours earlier than Pacific Time
1 hour
ALASKA
YUKON
NORTHWEST TERRITORY
BRITISH COLUMBIA
ALBERTA
SASKATCHEWAN
MANITOBA
ONTARIO
QUEBEC
NEWFOUNDLAND
MARITIME PROVINCES
PACIFIC TIME
MOUNTAIN TIME
CENTRAL TIME
EASTERN TIME
ATLANTIC TIME
C A N A D A
U N I T E D S T A T E S
Scale of Miles
200 400 600 800
Base Map
Fairbanks
Anchorage
Seward
Dawson City
Norman Wells
Yellowknife
Hay River
Flin Flon
Prince Rupert
Prince George
Dawson Creek
Grande Prairie
Edmonton
Ketchikan
Grand Falls
Gander
Saint John's
Corner Brook
70°N
60°N
50°N
Kenora
Fort Frances
Port Arthur
Fort William
Timmins
Amos
Rouyn
Kirkland Lake
North Bay
Sudbury
Sault Ste. Marie
Pembroke
ONTARIO
Orillia
Peterborough
Barrie
Owen Sound
Oshawa
Toronto
Wingham
Guelph
Stratford
Kitchener
Hamilton
St. Catherine's
Brantford
Niagara Falls
Woodstock
London
Sarnia
St. Thomas
Chatham
MINNESOTA
Bemidji
Hibbing
Virginia
Eveleth
Grand Rapids
Duluth
Cloquet
Brainerd
Little Falls
St. Cloud
Minneapolis
St. Paul
South St. Paul
Stillwater
Red Wing
Northfield
Faribault
Mankato
Owatonna
Rochester
Winona
Fairmont
Albert Lea
Austin
WISCONSIN
Superior
Ashland
Ironwood
Rice Lake
Ladysmith
Medford
Merrill
Wausau
Antigo
Rhinelander
Menomonie
Eau Claire
Marshfield
Stevens Point
Green Bay
Wisconsin Rapids
Appleton
Neenah
Oshkosh
Two Rivers
Manitowoc
Sheboygan
Fond du Lac
West Bend
Sparta
LaCrosse
Richland Center
Poynette
Hartford
Waukesha
Watertown
Madison
Milwaukee
Racine
Kenosha
Janesville
Beloit
Monroe
Shawano
Marinette
MICHIGAN
Houghton
Marquette
Ishpeming
Iron River
Iron Mountain
Escanaba
Sturgeon Bay
Petoskey
Rogers City
Alpena
Gaylord
Traverse City
Cadillac
Manistee
Ludington
Mount Pleasant
Midland
Bay City
Saginaw
Bad Axe
Muskegon
Grand Haven
Holland
Grand Rapids
Lansing
Owosso
Flint
Port Huron
Marine City
Mount Clemens
Pontiac
Royal Oak
Detroit
Dearborn
Ann Arbor
Wyandotte
Jackson
Battle Creek
Kalamazoo
Benton Harbor
Coldwater
Adrian
Sturgis
IOWA
Mason City
Decorah
Charles City
Oelwein
Fort Dodge
Webster City
Waterloo
Boone
Ames
Marshalltown
Cedar Rapids
Dubuque
Clinton
Iowa City
Davenport
Des Moines
Muscatine
Oskaloosa
Creston
Ottumwa
Burlington
Centerville
Fort Madison
Keokuk
ILLINOIS
Freeport
Rockford
Elgin
De Kalb
St. Charles
Sterling
Rock Island
Moline
Aurora
Blue Island
Joliet
Evanston
Oak Park
Elmwood Park
Waukegan
Chicago
Cicero
Chicago Heights
La Salle
Kankakee
Ottawa
Galesburg
Peoria
Pekin
Canton
Macomb
Bloomington
INDIANA
Hammond
Gary
Michigan City
La Porte
Elkhart
South Bend
Warsaw
Fort Wayne
Logansport
Kokomo
Marion
Lafayette
Muncie
Portland
Crawfordsville
Lebanon
Anderson
OHIO
Toledo
Defiance
Fostoria
Findlay
Fremont
Sandusky
Elyria
Lorain
Cleveland
Ashtabula
Akron
Warren
Youngstown
Alliance
Canton
Wooster
Ashland
Mansfield
Lima
Marion
Dover
Mount Vernon
Coshocton
Cambridge
Zanesville
Newark
Worthington
Columbus
Piqua
Bellaire
Moundsville
East Liverpool
Steubenville
Wheeling
Weirton
PENNSYLVANIA
Erie
Warren
Jamestown
Meadville
Oil City
Bradford
Dunkirk
Olean
New Castle
Sharon
Butler
Kittanning
Beaver Falls
Rochester
New Kensington
Pittsburgh
Homestead
Braddock
McKeesport
Washington
Charleroi
Greensburg
Connellsville
Uniontown
Morgantown
Lockport
Buffalo
Kenmore
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Wellsville
Du Bois
Altoona
Johnstown
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Somerset
Cumberland

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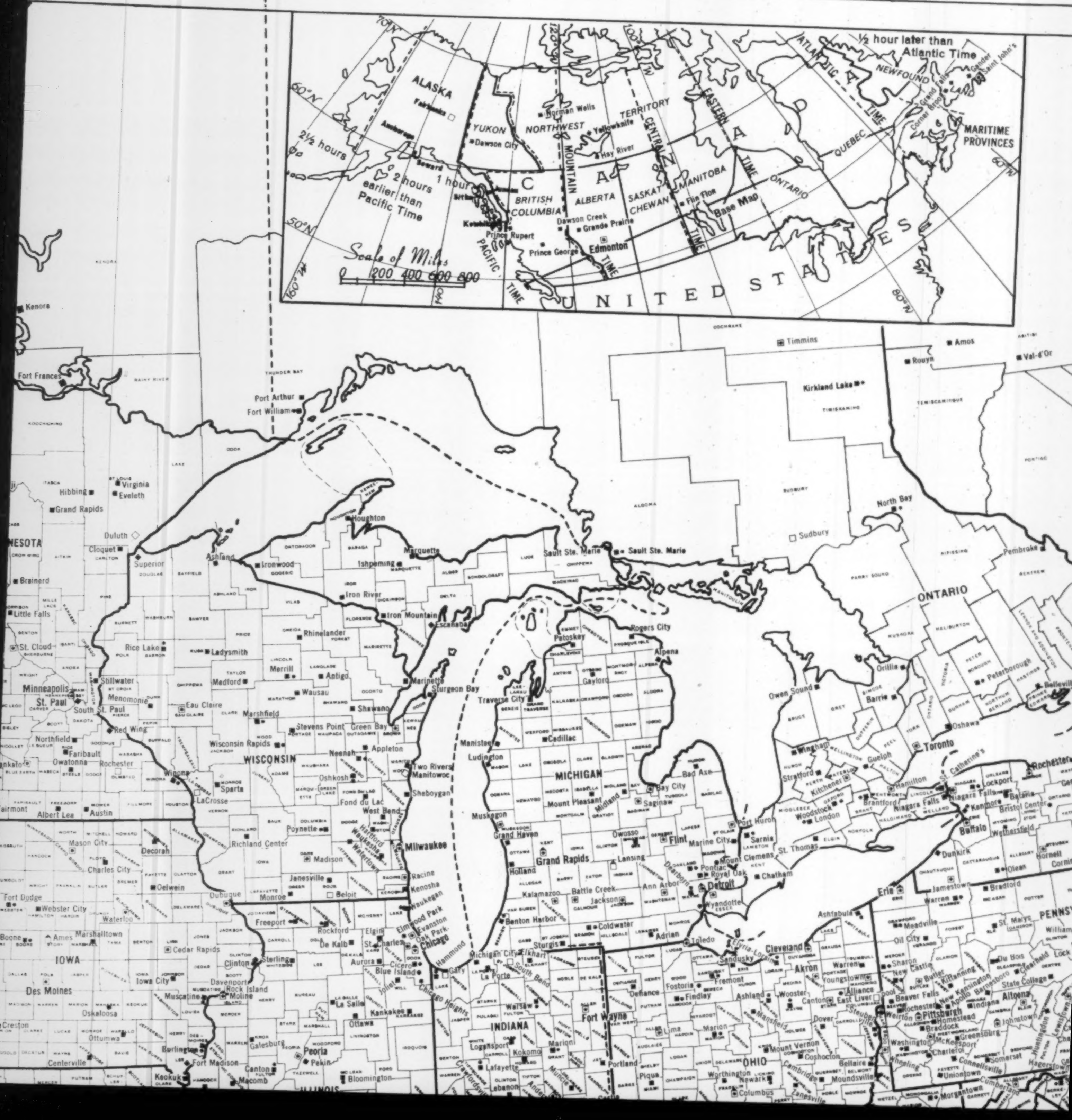

ALASKA
Fairbanks
Anchorage
Seward
Sitka
Ketchikan
2½ hours
2 hours earlier than Pacific Time
1 hour
PACIFIC TIME
YUKON
Dawson City
NORTHWEST TERRITORY
Norman Wells
Yellowknife
Hay River
BRITISH COLUMBIA
Prince Rupert
Prince George
Dawson Creek
Grande Prairie
ALBERTA
Edmonton
MOUNTAIN TIME
SASKATCHEWAN
CENTRAL TIME
MANITOBA
Flin Flon
Base Map
EASTERN TIME
ONTARIO
QUEBEC
ATLANTIC TIME
CANADA
NEWFOUNDLAND
½ hour later than Atlantic Time
Gander
Saint John's
Grand Falls
Corner Brook
MARITIME PROVINCES
UNITED STATES
Scale of Miles
0 200 400 600 800
70°N
60°N
50°N
160°W
140°W
120°W
100°W
80°W
60°W
Kenora
Fort Frances
Port Arthur
Fort William
Timmins
Amos
Rouyn
Val-d'Or
Kirkland Lake
North Bay
Sudbury
Sault Ste. Marie
Pembroke
ONTARIO
Orillia
Peterborough
Belleville
Owen Sound
Barrie
Oshawa
Toronto
Wingham
Guelph
Stratford
Kitchener
Hamilton
St. Catherine's
Woodstock
London
Brantford
Niagara Falls
Sarnia
St. Thomas
Chatham
Hibbing
Virginia
Eveleth
Grand Rapids
Duluth
Superior
Cloquet
MINNESOTA
Brainerd
Little Falls
St. Cloud
Minneapolis
St. Paul
South St. Paul
Stillwater
Red Wing
Northfield
Faribault
Owatonna
Rochester
Albert Lea
Austin
Winona
Fairmont
Houghton
Ashland
Ironwood
Marquette
Ishpeming
Iron River
Iron Mountain
Escanaba
Rhinelander
Rice Lake
Ladysmith
Merrill
Antigo
Medford
Wausau
Menomonie
Eau Claire
Marshfield
Shawano
Stevens Point
Green Bay
Wisconsin Rapids
WISCONSIN
Neenah
Appleton
Oshkosh
Sparta
LaCrosse
Fond du Lac
West Bend
Sheboygan
Two Rivers
Manitowoc
Marinette
Sturgeon Bay
Poynette
Richland Center
Madison
Milwaukee
Hartford
Waukesha
Watertown
Racine
Kenosha
Janesville
Beloit
Monroe
Mason City
Decorah
Charles City
Oelwein
Fort Dodge
Webster City
Waterloo
Dubuque
Freeport
Rockford
Elgin
De Kalb
St. Charles
Aurora
Waukegan
Elmwood Park
Evanston
Oak Park
Chicago
Cicero
Blue Island
Joliet
Chicago Heights
Hammond
Gary
Boone
Ames
Marshalltown
IOWA
Cedar Rapids
Clinton
Sterling
Iowa City
Davenport
Rock Island
Moline
Muscatine
Des Moines
Oskaloosa
Ottumwa
Creston
Centerville
Burlington
Fort Madison
Keokuk
Galesburg
Peoria
Pekin
Canton
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Marine City
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Findlay
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Elyria-Lorain
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Dunkirk
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Oil City
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Beaver Falls
New Kensington
Indiana
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Braddock
McKeesport
Johnstown
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Connellsville
Uniontown
Morgantown
Cumberland
Hagerstown

STATES AND CANADA ★★

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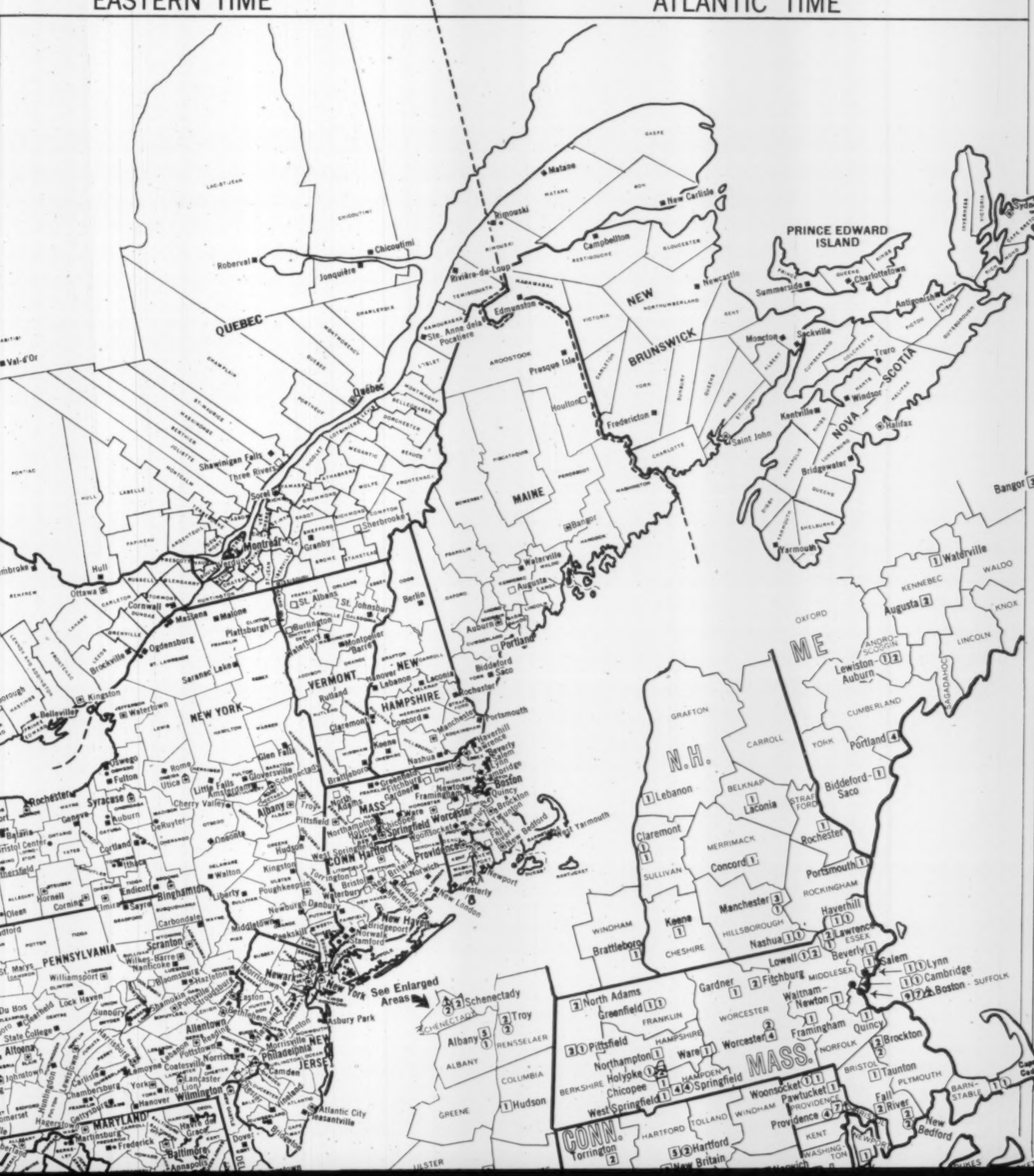

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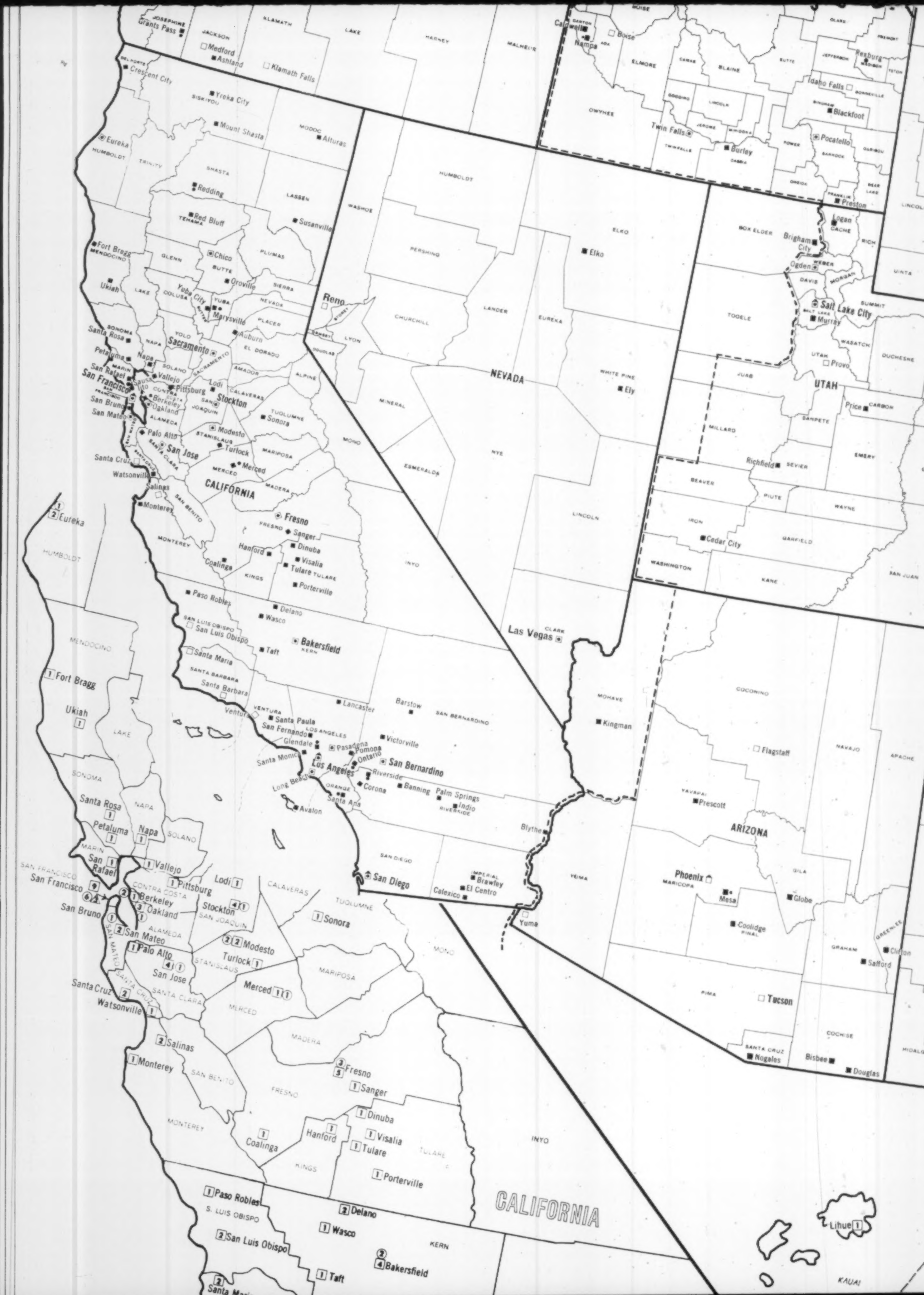

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BLAINE
BUTTE
JEFFERSON
Rexburg
Idaho Falls
BINGHAM
Blackfoot
Pocatello
OWYHEE
Twin Falls
GOODING
LINCOLN
JEROME
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Burley
CASSIA
TWIN FALLS
POWER
BANNOCK
CARIBOU
ONEIDA
FRANKLIN
BEAR LAKE
Preston
DEL NORTE
Crescent City
SISKIYOU
Yreka City
Mount Shasta
MODOC
Alturas
Eureka
HUMBOLDT
TRINITY
SHASTA
Redding
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Susanville
Red Bluff
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Oroville
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Yuba City
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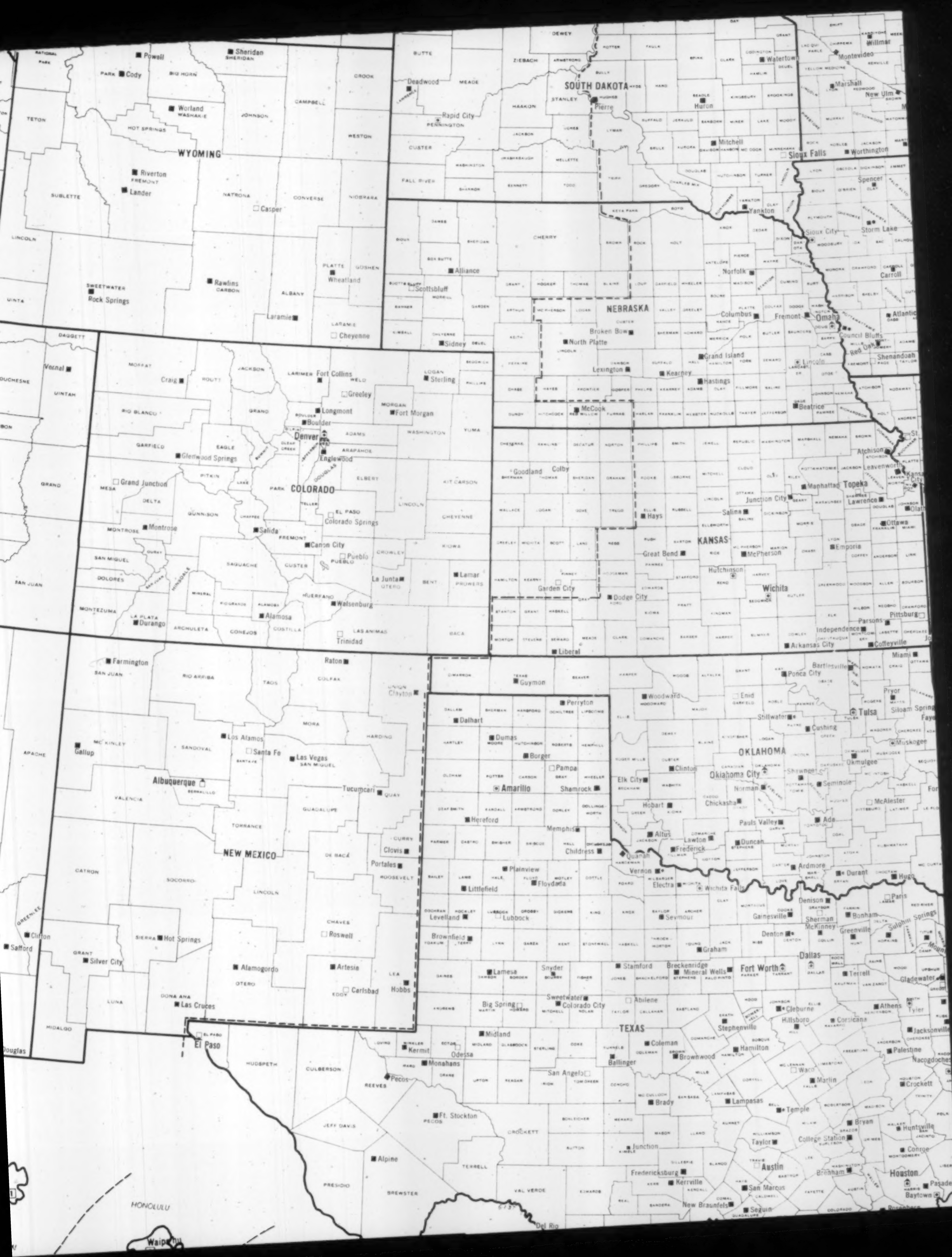
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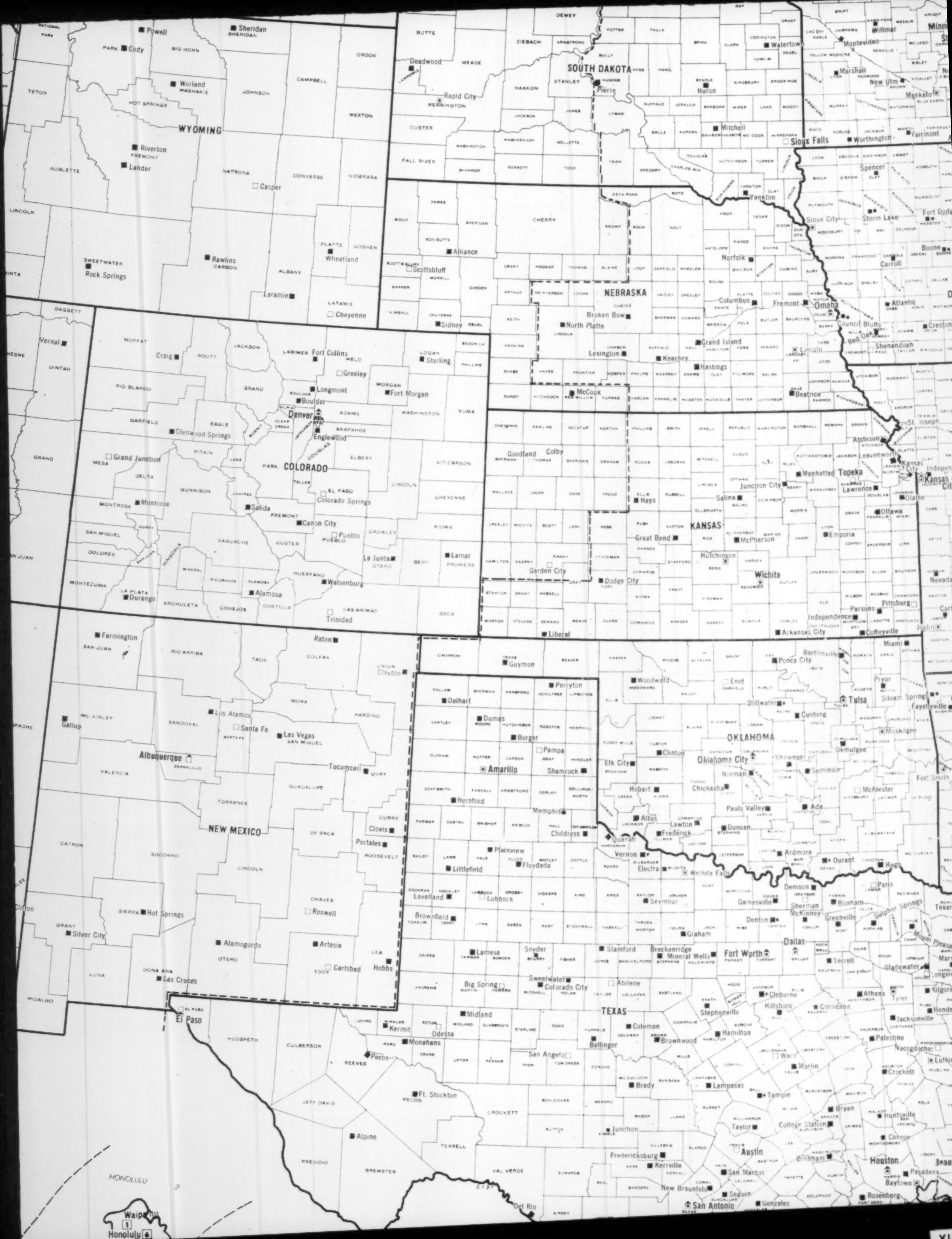
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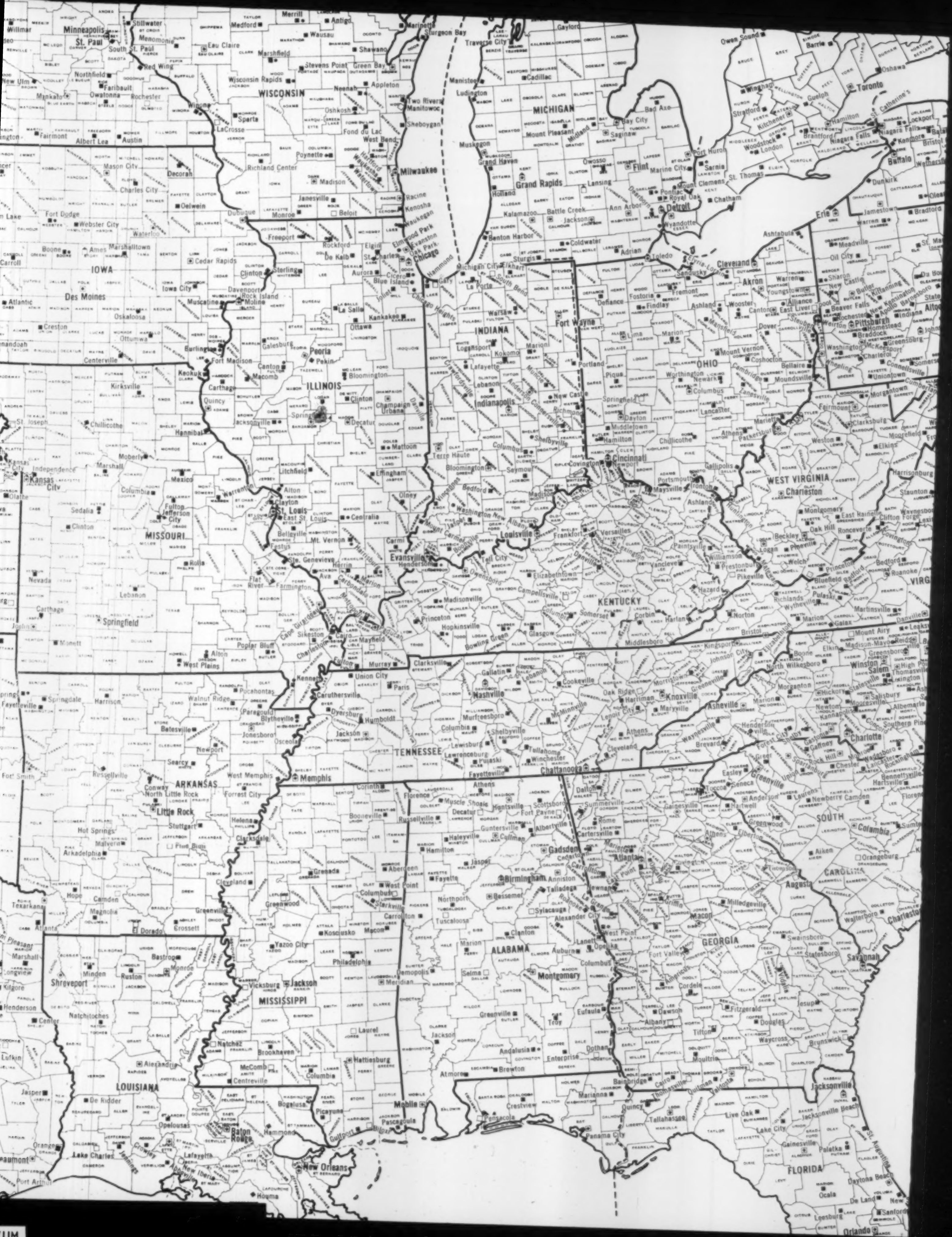
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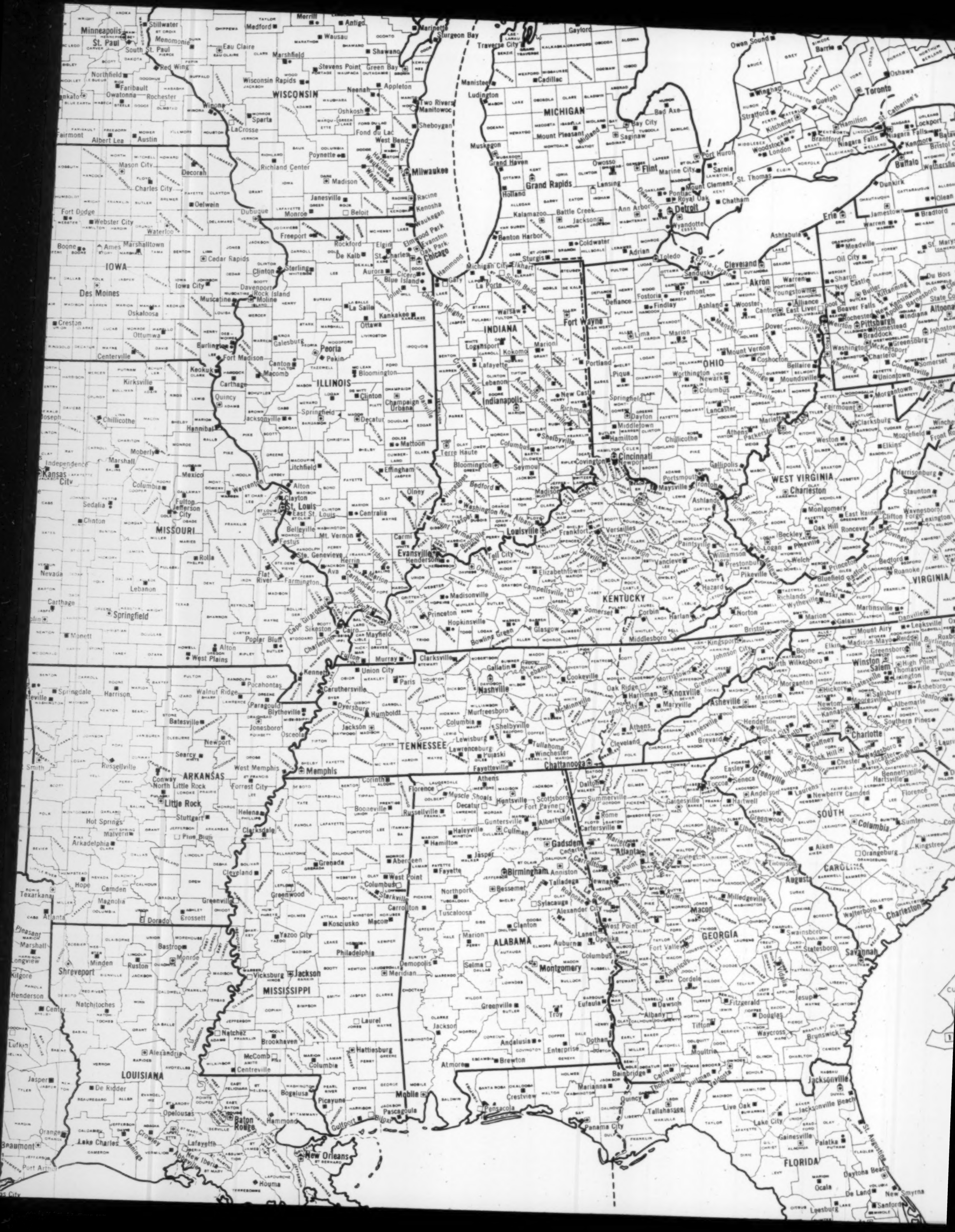
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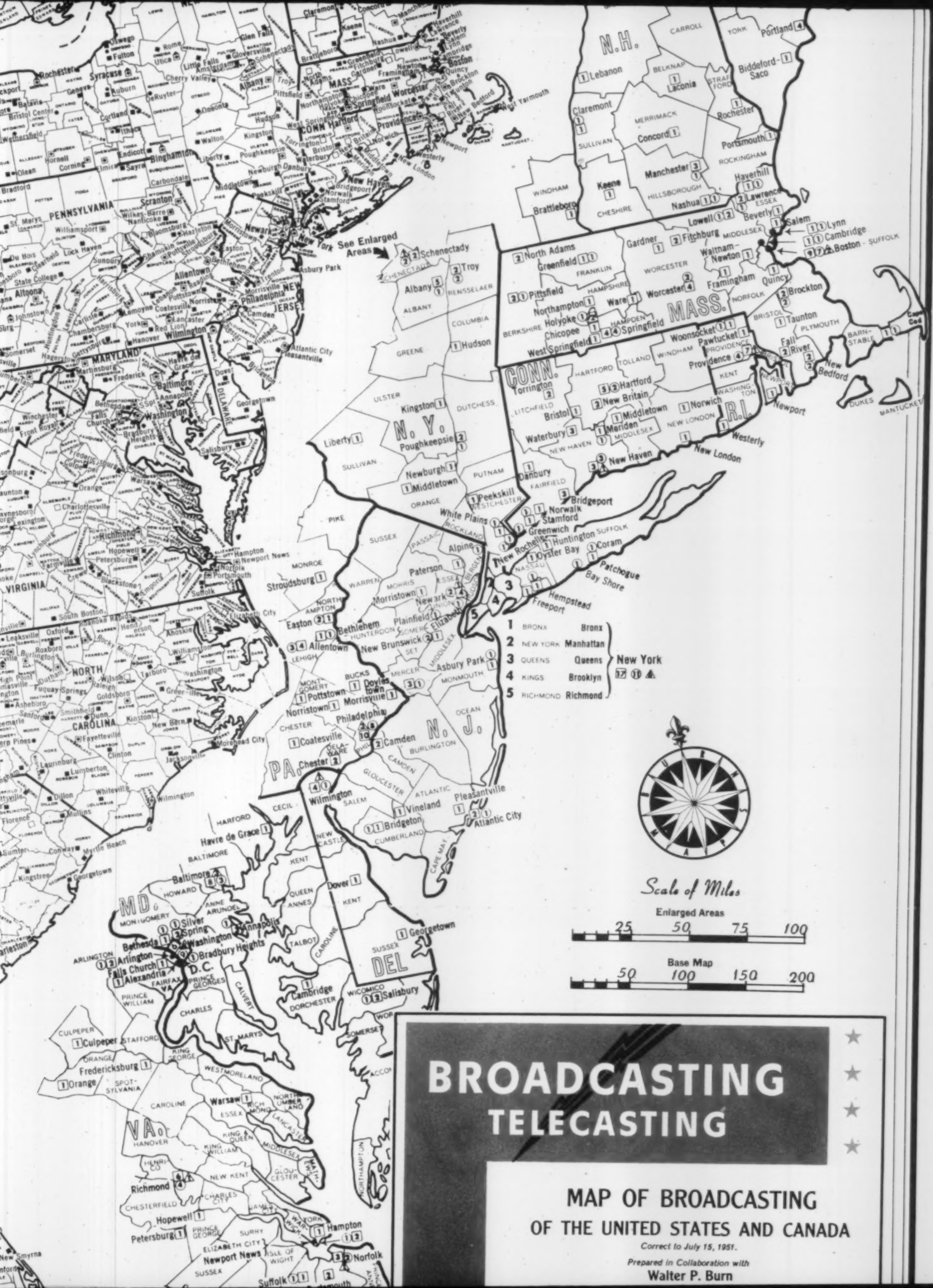

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New London
Danbury
Bridgeport
Norwalk
Stamford
Greenwich
Schenectady
Troy
Albany
Hudson
Kingston
Liberty
Poughkeepsie
Newburgh
Middletown
Peekskill
White Plains
New Rochelle
Alpine
Huntington
Oyster Bay
Coram
Patchogue
Bay Shore
Hempstead
Freeport
Stroudsburg
Paterson
Morristown
Newark
Plainfield
Elizabeth
Easton
Bethlehem
Allentown
New Brunswick
Asbury Park
Pottstown
Doylestown
Norristown
Morrisville
Philadelphia
Coatesville
Camden
Chester
Wilmington
Vineland
Pleasantville
Atlantic City
Bridgeton
Havre de Grace
Baltimore
Dover
Georgetown
Silver Spring
Washington
Annapolis
Bethesda
Arlington
Bradbury Heights
Falls Church
Alexandria
Cambridge
Salisbury
Culpeper
Fredericksburg
Orange
Warsaw
Richmond
Hopewell
Petersburg
Hampton
Newport News
Norfolk
Suffolk
1 BRONX Bronx
2 NEW YORK Manhattan
3 QUEENS Queens
4 KINGS Brooklyn
5 RICHMOND Richmond
New York
Scale of Miles
Enlarged Areas
25 50 75 100
Base Map
50 100 150 200

BROADCASTING

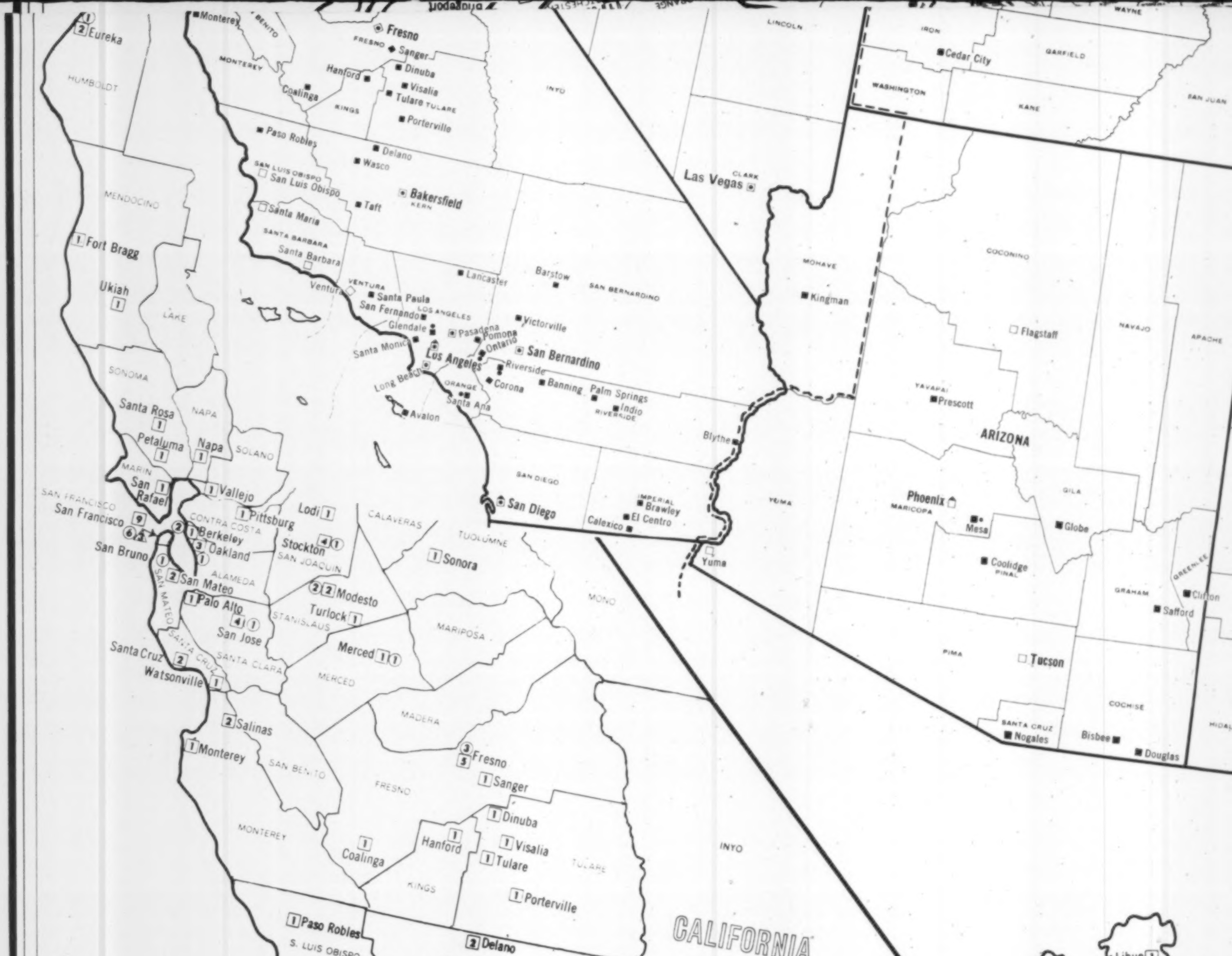
TELECASTING

MAP OF BROADCASTING
OF THE UNITED STATES AND CANADA

Correct to July 15, 1951.

Prepared in Collaboration with

Walter P. Burn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HUMBOLDT
MENDOCINO
Fort Bragg 1
Ukiah 1
LAKE
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NAPA
Santa Rosa 1
Petaluma 1
Napa 1
SOLANO
MARIN
San Rafael 1
Vallejo 1
SAN FRANCISCO
San Francisco 9 6 2
San Bruno 1
CONTRA COSTA
Pittsburg 1
Berkeley 2 1
Oakland 3 1
ALAMEDA
SAN MATEO
San Mateo 2
Palo Alto 1
San Jose 4 1
SANTA CLARA
Santa Cruz 2
SANTA CRUZ
Watsonville 1
Lodi 1
CALAVERAS
Stockton 4 1
SAN JOAQUIN
TUOLUMNE
Sonora 1
Modesto 2 2
Turlock 1
STANISLAUS
MARIPOSA
Merced 1 1
MERCED
MADERA
MONO
Salinas 2
Monterey 1
SAN BENITO
MONTEREY
FRESNO
Fresno 3 5
Sanger 1
Dinuba 1
Hanford 1
Visalia 1
Tulare 1
TULARE
Coalinga 1
KINGS
Porterville 1
INYO
Paso Robles 1
S. LUIS OBISPO
San Luis Obispo 2
Delano 2
Wasco 1
KERN
Bakersfield 2 4
Taft 1
Santa Maria 2
SANTA BARBARA
Santa Barbara 3
VENTURA
Ventura 2
Santa Paula 1
LOS ANGELES
Lancaster 1
SAN BERNARDINO
Barstow 1
Victorville 1
San Fernando 1
Pasadena 1 3 1
Glendale 1 1
Santa Monica 1
Inglewood
Los Angeles – Hollywood 6 7
Pomona 1
Ontario 1 1
San Bernardino 1 4
Riverside 1 1
Corona 1
Banning 1
Long Beach 2 2
ORANGE
Santa Ana 1 1
Palm Springs 1
Indio 1
RIVERSIDE
Avalon 1
LOS ANGELES
SANTA BARBARA
SAN DIEGO
San Diego 1 6
IMPERIAL
Brawley 1
El Centro 1
Calexico 1
Blythe 1
0
Monterey
SAN BENITO
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FRESNO
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Visalia
Tulare
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Porterville
Paso Robles
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Wasco
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San Luis Obispo
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KERN
Taft
Santa Maria
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Santa Barbara
Ventura
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Santa Paula
San Fernando
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Glendale
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Santa Monica
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Santa Ana
Avalon
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Barstow
Victorville
San Bernardino
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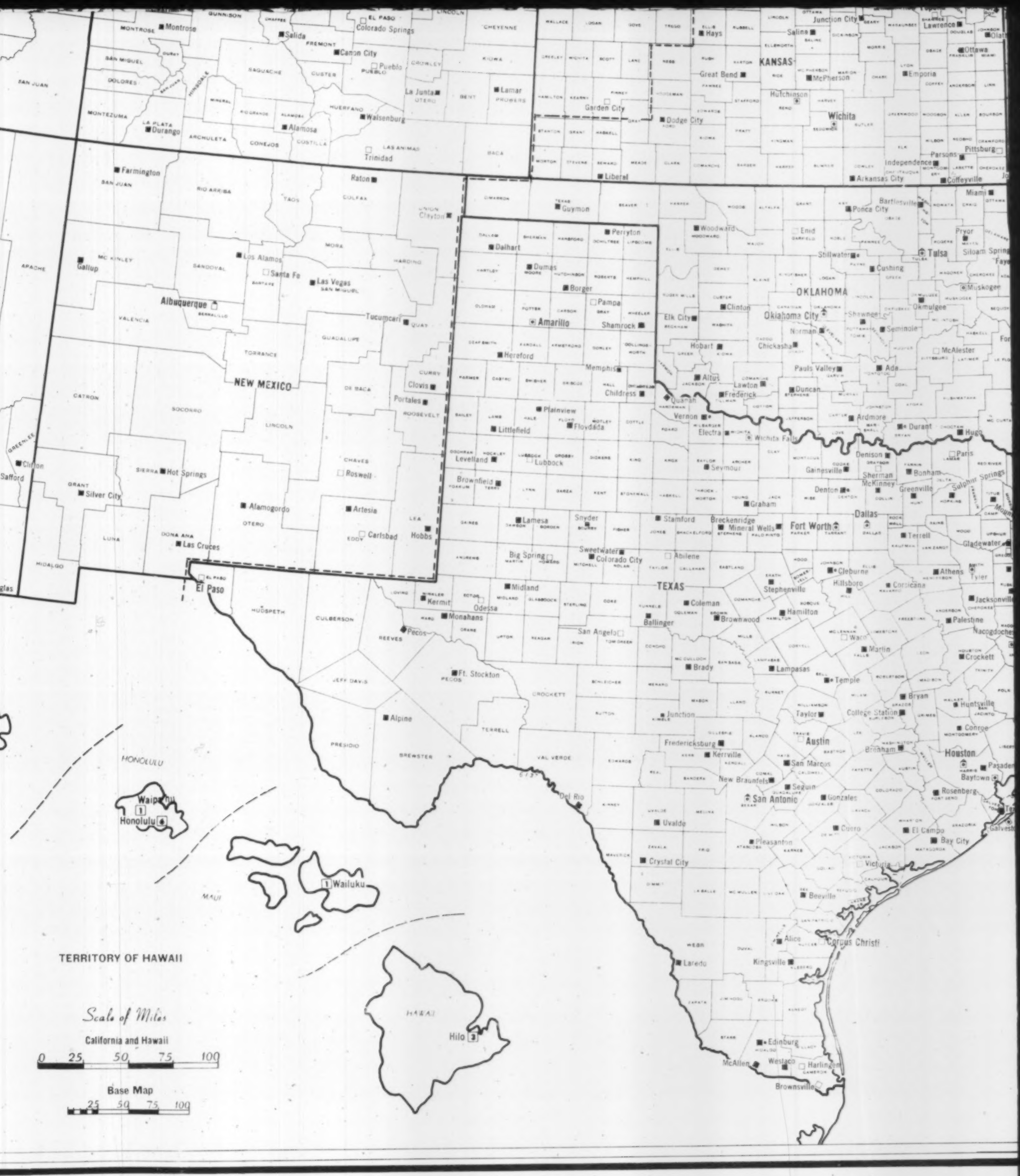
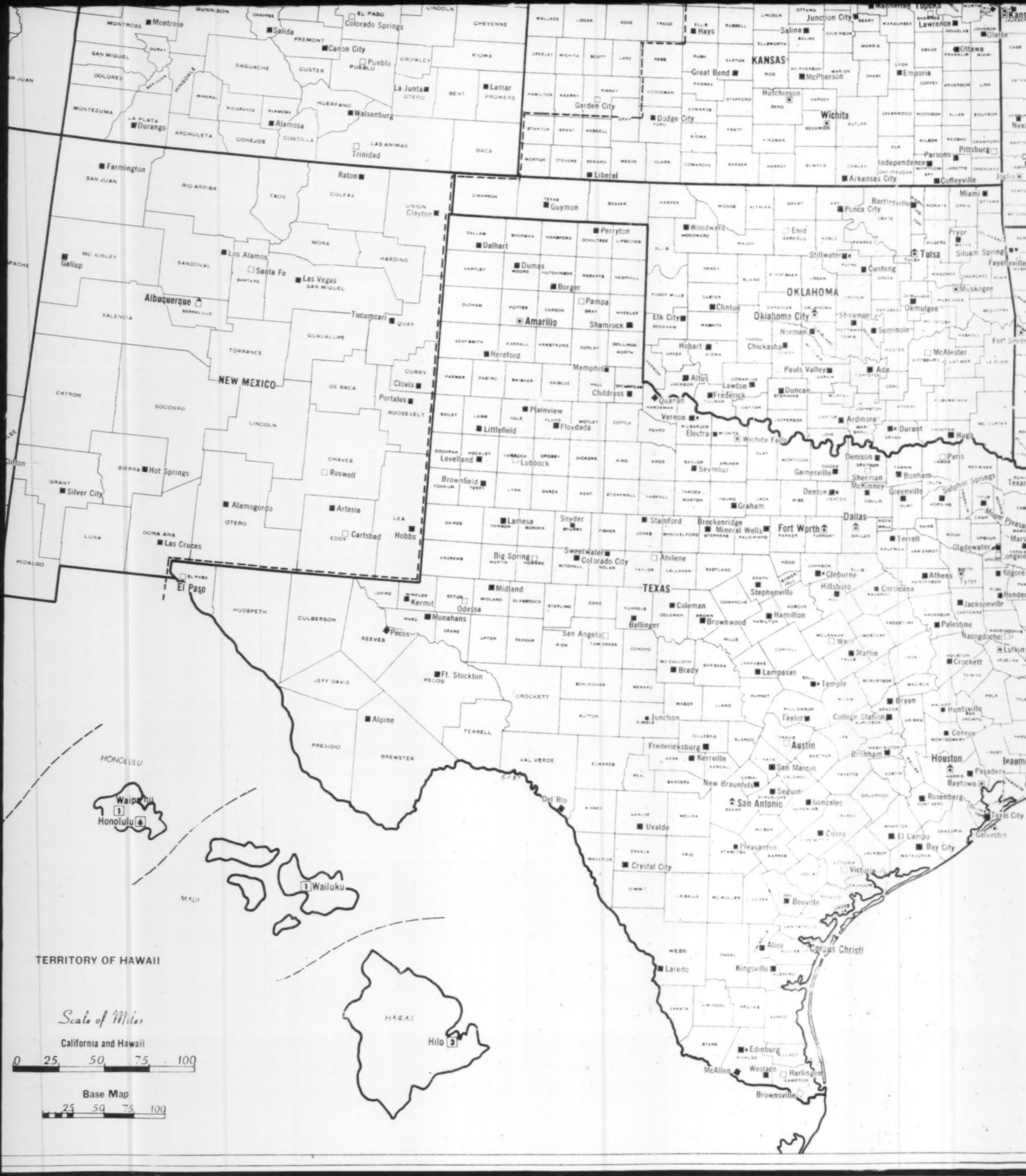
Banning
Palm Springs
Indio
RIVERSIDE
Blythe
SAN DIEGO
San Diego
IMPERIAL
Brawley
El Centro
Calexico
Yuma
INYO
LINCOLN
CLARK
Las Vegas
MOHAVE
Kingman
IRON
Cedar City
GARFIELD
WASHINGTON
KANE
SAN JUAN
WAYNE
COCONINO
Flagstaff
NAVAJO
APACHE
YAVAPAI
Prescott
Phoenix
MARICOPA
Mesa
GILA
Globe
Coolidge
PINAL
GREENLEE
Clifton
GRAHAM
Safford
PIMA
Tucson
COCHISE
SANTA CRUZ
Nogales
Bisbee
Douglas
YUMA
HIDALGO

XUM



Montrose
Salida
Colorado Springs
Canon City
Pueblo
La Junta
Lamar
Walsenburg
Alamosa
Durango
Trinidad
Junction City
Lawrence
Hays
Salina
Ottawa
KANSAS
Great Bend
McPherson
Emporia
Hutchinson
Garden City
Dodge City
Wichita
Parsons
Pittsburg
Independence
Liberal
Arkansas City
Coffeyville
Farmington
Raton
Clayton
Guymon
Miami
Bartlesville
Ponca City
Perryton
Woodward
Enid
Dalhart
Gallup
Los Alamos
Santa Fe
Las Vegas
Stillwater
Tulsa
Cushing
Dumas
Borger
Pampa
Albuquerque
Tucumcari
Amarillo
Shamrock
OKLAHOMA
Clinton
Elk City
Oklahoma City
Shawnee
Norman
Seminole
Okmulgee
Muskogee
Hereford
Hobart
Chickasha
McAlester
NEW MEXICO
Clovis
Portales
Memphis
Childress
Altus
Lawton
Frederick
Pauls Valley
Ada
Duncan
Quanah
Vernon
Electra
Wichita Falls
Ardmore
Durant
Plainview
Floydada
Littlefield
Levelland
Lubbock
Hot Springs
Clifton
Safford
Silver City
Roswell
Brownfield
Seymour
Gainesville
Denison
Sherman
McKinney
Bonham
Paris
Greenville
Sulphur Springs
Denton
Graham
Alamogordo
Artesia
Lamesa
Snyder
Stamford
Breckenridge
Mineral Wells
Fort Worth
Dallas
Terrell
Gladewater
Carlsbad
Hobbs
Las Cruces
Big Spring
Sweetwater
Colorado City
Abilene
Cleburne
Athens
Tyler
El Paso
Midland
Kermit
Odessa
TEXAS
Stephenville
Hillsboro
Corsicana
Jacksonville
Monahans
Coleman
Ballinger
Brownwood
Hamilton
Palestine
Pecos
San Angelo
Waco
Nacogdoches
Marlin
Crockett
Ft. Stockton
Brady
Lampasas
Temple
Bryan
Huntsville
Junction
Taylor
College Station
Conroe
Alpine
Fredericksburg
Kerrville
Austin
Brenham
Houston
Baytown
San Marcos
New Braunfels
Seguin
San Antonio
Gonzales
Rosenberg
Del Rio
Uvalde
Cuero
El Campo
Bay City
Pleasanton
Crystal City
Victoria
Beeville
Alice
Corpus Christi
Laredo
Kingsville
Edinburg
McAllen
Weslaco
Harlingen
Brownsville
HONOLULU
Waipahu
Honolulu
MAUI
Wailuku
TERRITORY OF HAWAII
HAWAII
Hilo
Scale of Miles
California and Hawaii
0 25 50 75 100
Base Map
25 50 75 100

XUM



KANSAS
OKLAHOMA
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TERRITORY OF HAWAII
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Montrose
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Canon City
Pueblo
La Junta
Lamar
Walsenburg
Durango
Alamosa
Trinidad
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Junction City
Salina
Lawrence
Olathe
Ottawa
Great Bend
McPherson
Emporia
Garden City
Hutchinson
Dodge City
Wichita
Parsons
Pittsburg
Independence
Coffeyville
Arkansas City
Liberal
Farmington
Raton
Clayton
Guymon
Perryton
Dalhart
Woodward
Ponca City
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Miami
Enid
Stillwater
Tulsa
Pryor
Siloam Springs
Fayetteville
Muskogee
Cushing
Gallup
Los Alamos
Santa Fe
Las Vegas
Albuquerque
Dumas
Borger
Pampa
Amarillo
Shamrock
Elk City
Clinton
Oklahoma City
Shawnee
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Seminole
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Tucumcari
Hereford
Hobart
Chickasha
McAlester
Fort Smith
Memphis
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Clovis
Portales
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Plainview
Floydada
Vernon
Electra
Wichita Falls
Ardmore
Durant
Hugo
Littlefield
Levelland
Lubbock
Seymour
Gainesville
Denison
Sherman
McKinney
Bonham
Paris
Sulphur Springs
Hot Springs
Roswell
Brownfield
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Graham
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Longview
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Ballinger
Brownwood
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Crystal City
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Beeville
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Honolulu
Wailuku
Alice
Corpus Christi
Laredo
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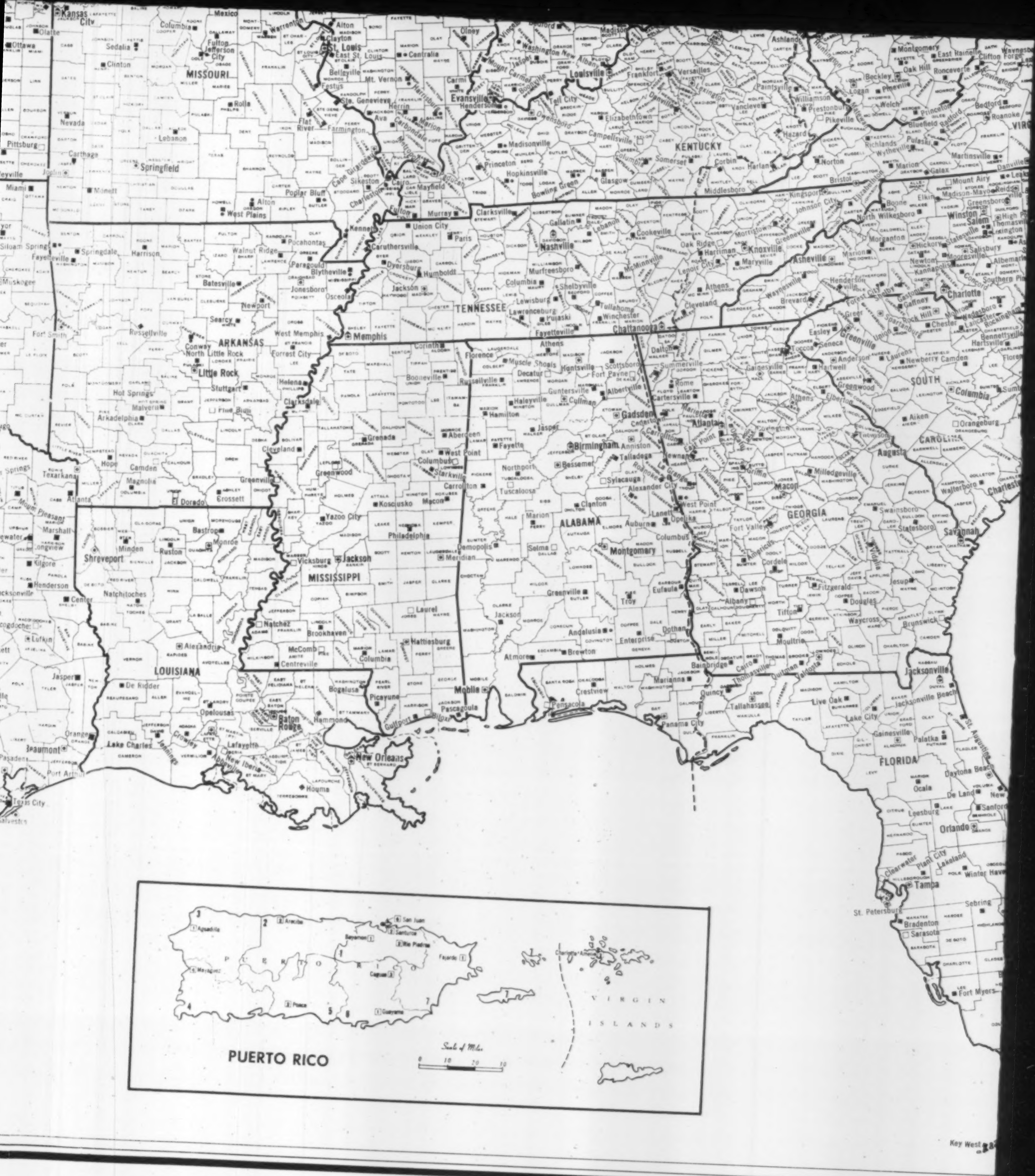
McAllen
Weslaco
Harlingen
Brownsville
Scale of Miles
California and Hawaii
0 25 50 75 100
Base Map
25 50 75 100


MISSOURI
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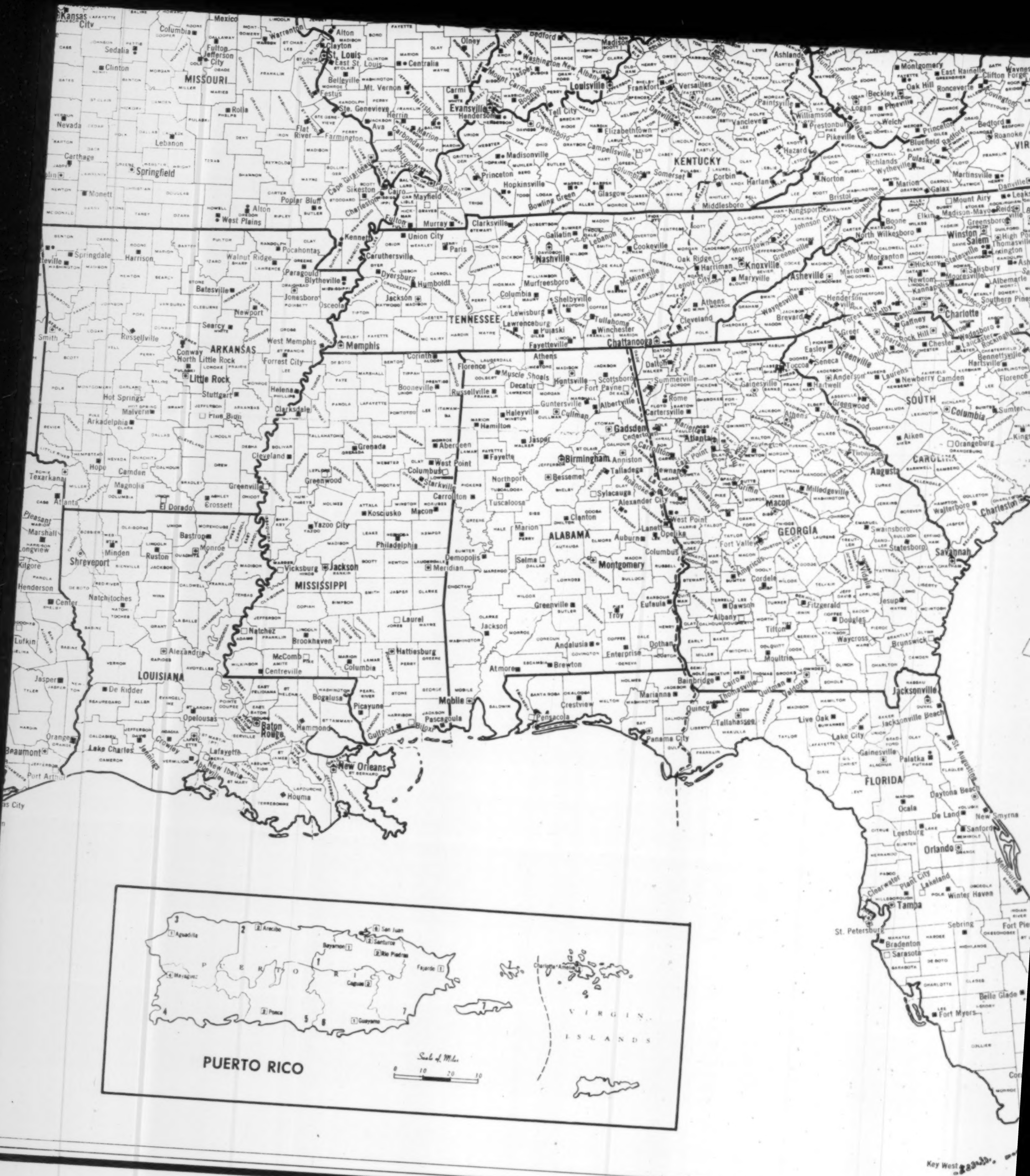
TENNESSEE
ARKANSAS
MISSISSIPPI
ALABAMA
GEORGIA
SOUTH
CAROLINA
LOUISIANA
FLORIDA
Kansas City
St. Louis
Louisville
Memphis
Nashville
Knoxville
Chattanooga
Little Rock
Birmingham
Atlanta
Montgomery
Jackson
Shreveport
Baton Rouge
New Orleans
Mobile
Savannah
Jacksonville
Tampa
Orlando
Key West
PUERTO RICO
San Juan
Aguadilla
Arecibo
Bayamon
Santurce
Rio Piedras
Fajardo
Mayaguez
Caguas
Ponce
Guayama
P U E R T O R I C O
V I R G I N
I S L A N D S
Charlotte Amalie
Scale of Miles
0
10
20
30


MISSOURI
ARKANSAS
LOUISIANA
MISSISSIPPI
TENNESSEE
KENTUCKY
ALABAMA
GEORGIA
SOUTH CAROLINA
FLORIDA
St. Louis
Memphis
Little Rock
Nashville
Louisville
Chattanooga
Knoxville
Birmingham
Montgomery
Atlanta
Jackson
New Orleans
Baton Rouge
Shreveport
Mobile
Savannah
Jacksonville
Tampa
Orlando
Columbia
Charlotte
Augusta
Macon
Key West
PUERTO RICO
San Juan
Santurce
Rio Piedras
Bayamon
Arecibo
Aguadilla
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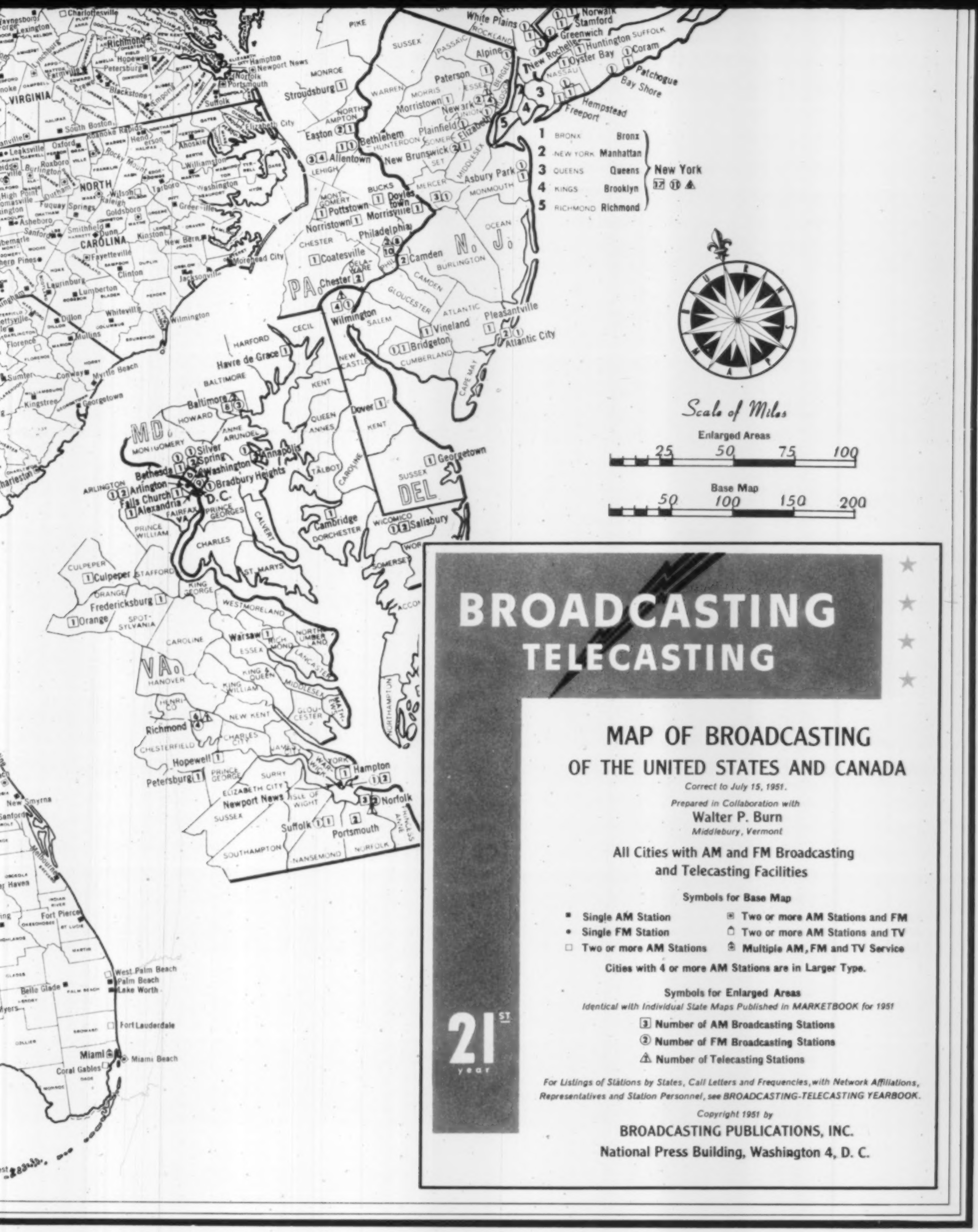
Ponce
Guayama
Caguas
Fajardo
VIRGIN ISLANDS
Charlotte Amalie
Scale of Miles
0
10
20
30


1 BRONX Bronx
2 NEW YORK Manhattan
3 QUEENS Queens
4 KINGS Brooklyn
5 RICHMOND Richmond
New York
17 11 4
Scale of Miles
Enlarged Areas
25 50 75 100
Base Map
50 100 150 200
N.J.
PA.
MD.
DEL
VA.
D.C.
NORTH CAROLINA
VIRGINIA

BROADCASTING
TELECASTING

21ST
year

MAP OF BROADCASTING
OF THE UNITED STATES AND CANADA

Correct to July 15, 1951.

Prepared in Collaboration with
Walter P. Burn
Middlebury, Vermont

All Cities with AM and FM Broadcasting
and Telecasting Facilities

Symbols for Base Map

- ■ Single AM Station
- • Single FM Station
- □ Two or more AM Stations
- ▣ Two or more AM Stations and FM
- ⌂ Two or more AM Stations and TV
- ⌂ Multiple AM, FM and TV Service

Cities with 4 or more AM Stations are in Larger Type.

Symbols for Enlarged Areas
Identical with Individual State Maps Published in MARKETBOOK for 1951

- ③ **Number of AM Broadcasting Stations**
- ② **Number of FM Broadcasting Stations**
- △ **Number of Telecasting Stations**

For Listings of Stations by States, Call Letters and Frequencies, with Network Affiliations, Representatives and Station Personnel, see BROADCASTING-TELECASTING YEARBOOK.

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